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PENNSYLVANIA PUBLIC TELEVISION NETWORK COMMISSION

1978 ANNUAL REPORT

PENNSYLVANIA STATE LIBRARY
DOCUMENTS SECTION



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PENNSYLVANIA PUBLIC TELEVISION STATIONS

WLVT-TV

Channel 39
South Mountain Drive
Bethlehem, PA 18015
215-867-4677
Sheldon P. Siegel
Executive Vice President and General Manager

WQLN-TV

Channel 54
8425 Peach Street
Erie, PA 16509
814-868-4654
Robert Chitester
President and General Manager

WITF-TV

Channel 33
Box Z
Hershey, PA 17033
717-533-8000
Robert F. Larson
President and General Manager

WHYY-TV

Channel 12
4548 Market Street
Philadelphia, PA 19139
215-243-2200
Jim Karayn
President and General Manager

WVIA-TV

Channel 44
The Public Broadcasting Center
Old Boston Road
Pittston, PA 18640
717-655-4561
George H. Strimel, Jr.
President and General Manager

WPSX-TV

Channel 3
Wagner Annex
The Pennsylvania State University
University Park, PA 16802
814-865-9531
David L. Phillips
Director of Broadcasting

WQED-TV

Channel 13
WQEX-TV
Channel 16
4802 Fifth Avenue
Pittsburgh, PA 15213
412-622-1300
Lloyd E. Kaiser
President



OFFICERS

Chairman

Mr. Philip I. Berman
Chairman of the Board and Chief Executive Officer
Hess's of Allentown
Allentown

Vice Chairman

Dr. John O. Hershey
Chairman of the Board and President
Milton Hershey Schools
Hershey

Treasurer

Mr. Floyd B. Fischer
Vice-President for Continuing Education
The Pennsylvania State University
University Park

MEMBERS

Mrs. Gustave Amsterdam
Philadelphia

Mr. Andrew M. Bradley
Director
Corporation Bureau
Penna. Department of State
Harrisburg

Mr. John Christopher
Director
Bureau of Instructional
Support Services
Penna. Department of Education
Harrisburg

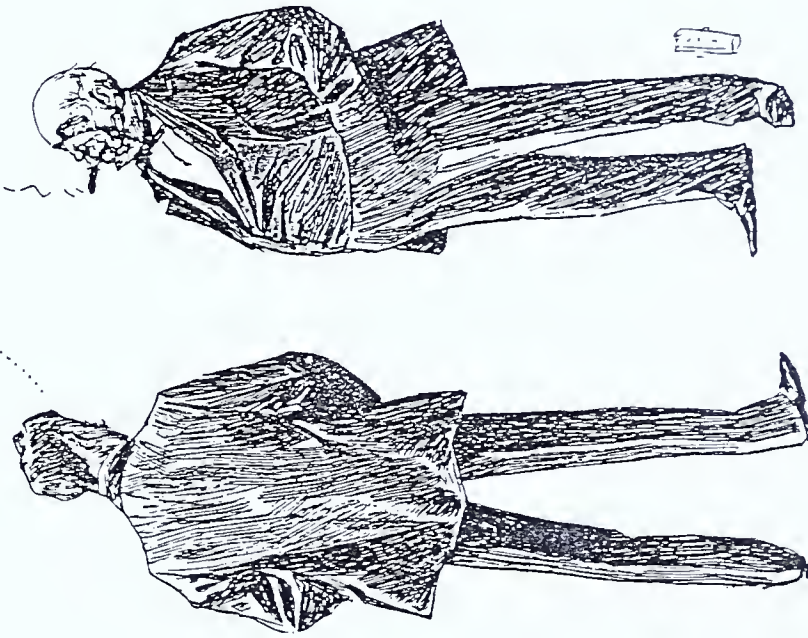
Dr. Helen B. Craig
Research Coordinator
Western Penna. School for the Deaf
Pittsburgh

Honorable Richard A. Synder
Senate of Pennsylvania
Harrisburg

Dr. Gerald J. Speeter
Executive Vice-President
Health Care Facilities
Association of Pennsylvania
Harrisburg

Mr. George H. Strimel, Jr.
President and General Manager
WVIA-TV
Pittston

Honorable John J. Sweeney
Senate of Pennsylvania
Harrisburg



Mr. Donald H. Tollefson
Sports Director
WPVI-TV
Philadelphia

ppdn



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January

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DOCUMENT

ADVISORY MEMBERS

(Nonvoting)

Staff

Mr. David H. Leonard (Served through 1978)
Mr. H. Sheldon Parker, Jr. (Effective January 1979)
General Manager & Secretary
Penna. Public Television Network
Hershey

Legal Counsel

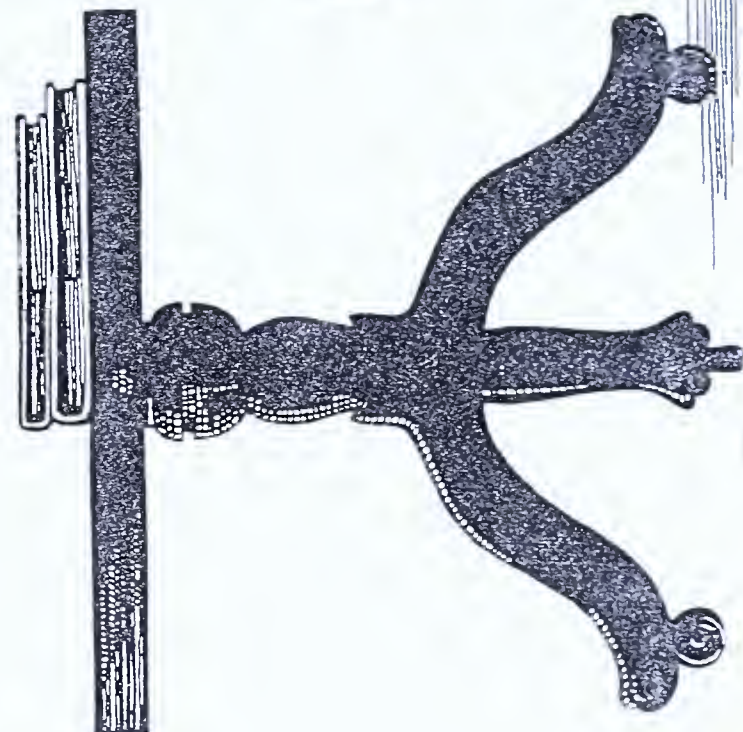
Jack G. Handler, Esq.
Deputy Attorney General
Chief, Human Services Division
Penna. Department of Justice
Harrisburg

Kathleen R. McGrath, Esq.
Deputy Attorney General
Penna. Department of Justice
Harrisburg

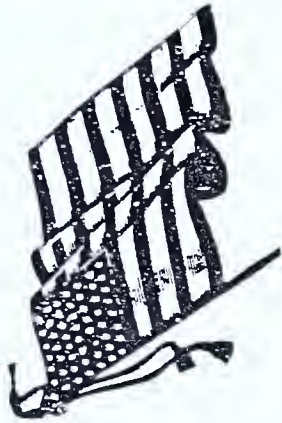
Comptroller

Mr. Edward T. Durkin
Harrisburg

ppptn



To Governor Richard L. Thornburgh and the Honorable members of the Senate and the House of Representatives of the Commonwealth of Pennsylvania:



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During the past year the Pennsylvania Public Television Network has given the people of Pennsylvania music, drama, public affairs, and instruction that has enlightened and entertained.

For the past three years, **The People's Business** has provided Pennsylvanians with an up-close look at state government. Its coverage included everything from in-depth reporting of the budget deliberations to election coverage. PPTN also took public figures to the people through a series of campaign debates and hotline phone-in broadcasts.

Viewers were also given information on subjects as diverse as motorcycle safety, drinking and driving, tourism, the needs of older people, and the controversy over generic drugs.

Sesame Street and the Electric Company enhanced children's daytime viewing, while over 950,000 students in classrooms across the state received regular instructional TV programs. Adult education needs were also addressed by the Higher Education Advisory Committee and the ISDS.

Affirmative action training grants, community service projects, and audience research were all part of PPTN activities this year.

We are proud of the services we provide to the people of Pennsylvania. With your support, we will continue to try to improve the quality of life in the Commonwealth through a meaningful public television service.

Sincerely,
Philip I. Berman, Chairman

Topology

SUN	MON	TUE	WED	THU	FRI	SAT
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now further revolutionizing this delivery system.

The PPTN Commission has funded production of programs for statewide distribution since 1969, with the number of programs varying from year to year depending upon the availability of funds.

PPTN conducted a statewide survey in 1974 to identify the interests and needs of Pennsylvanians. The survey resulted in eight program priorities which were adopted by the Commission and continue to guide program funding.

Over the past decade, the stations serving Pennsylvania have significantly broadened their base of support. Increased private and community support, combined with government support, have made Pennsylvania one of the strongest public television states in the country.

To help minorities and women gain access to the system, in 1972 the PPTN Commission established an affirmative action training program. Since that time it has trained over 120 people for careers in broadcasting.

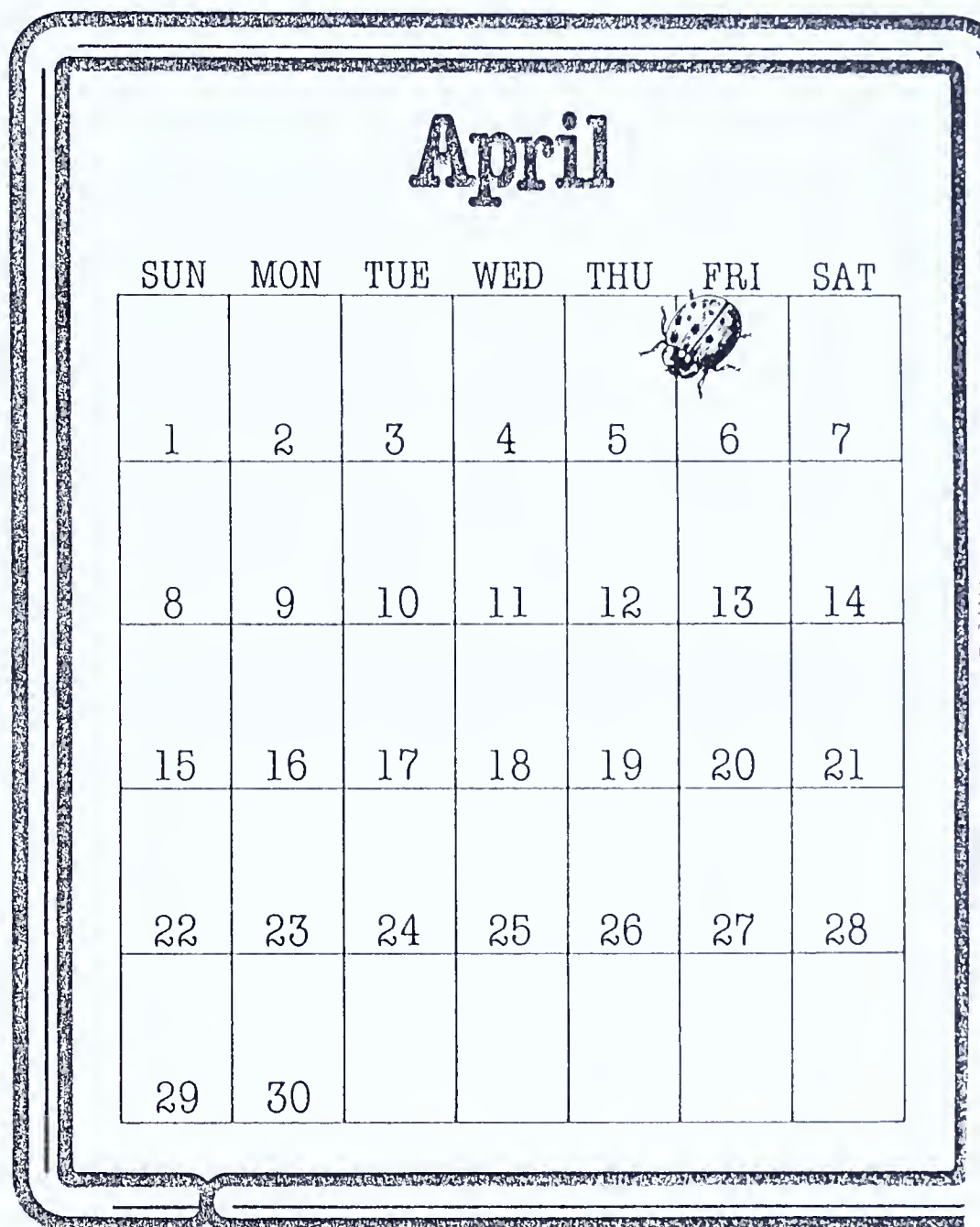
Beginning in 1975, PPTN began audience research to help measure the effectiveness of public television programs. Among its findings the research shows that public television is viewed in three-quarters of all Pennsylvania homes each month.

PPTN has also been supportive of the development of a system of program captioning for the hearing impaired which began in 1975.

The Pennsylvania Public Television Network remains the only medium in Pennsylvania which binds the state's four corners together in a common interest. Through its seven member stations, PPTN



provides a unique communications vehicle which allows simultaneous broadcast to a state-wide audience. There is nothing else like it in Pennsylvania.



Public TV keeps viewers on top of national, state, and local events providing insight and perspective.

The People's Business gives Pennsylvanians an inside look at state government as our reporters cover the legislature, interview newsmakers, and catch the action at the state capital.

Viewers were able to follow the state's budget deliberations on public TV and see the candidates for Governor vie for their party's nomination and the voters' support on statewide debates. Local races were also part of the coverage.

The rights and needs of the elderly were examined in a special edition of **Pennsylvania Hotline** produced by WPSX.

The impact of the tourism industry was examined on the WLVT-produced documentary, **Penn's Woods: The Tourism Industry**.

WHYY provided informed commentary and provocative interviews on their nationally distributed **Black Perspective on the News**.


WITF gave viewers a fascinating look at Chocolate Town, U.S.A., on **Mr. Hershey and His Town**.

WPSX offered a sensitive look at small town life in **A Tale of Reliance and Hope**, a river run on **Whitewater, Pa.**, and a reaffirmation of our faith in ourselves in **Be Glad Then America**.

WQED looked at our judicial system in **Equal Justice Under Law**, while **TV on Trial**, a startling documentary of the Ronney Zamora trial, chronicled the legacy of TV violence.

PUBLIC AFFAIRS PROGRAMS

May

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EDUCATIONAL / CULTURAL PROGRAMS

Education and culture work together to improve the mind and refine the character. This year, public television gave Pennsylvanians the best of both.

Nationwide audiences were treated to some excellent home-grown productions. WQED's **National Geographic Specials** brought unknown parts of the world into focus, while **Once Upon a Classic** broadened the literary world of children.

There was history and music from WQED, with **Harry S. Truman: Plain Speaking** and **Previn and the Pittsburgh**. There was a lesson in sensitivity and awareness on **Including Me**, which educated the public about the new opportunities and rights of the handicapped.

WPSX informed with State of the Weather/Shape of the World and Farm, Home, and Garden; and celebrated with Central Pennsylvania's Festival of the Arts.

Viewers were delighted by WIT's

Country Corner and were given a rare look at The Amish: A People of Preservation. Consumers were educated by a special WFFF program, Generic Drugs.

Highlights of the 1977 World

Championship Senior Drum & Bugle Corp was a treat for WLVT's audience. They received advice about drinking and driving on **The 10 Influence** and about motorcycle safety with **On Two Wheels**.

WVYY shared the Phil Ochs Memorial Celebration and WVIA gave the public a glimpse of A Little Bavaria in Pennsylvania.

In addition to the best of its own, Pennsylvanians also viewed the best national series. Drama lovers tuned in **Masterpiece Theatre and Visions**. Gardeners and science buffs watched **Crockett's Victory Garden** and **Nova**. Dance enthusiasts saw performances by the San Francisco and Pennsylvania Ballets on **Dance in America**. And, a growing audience of devoted fans enjoyed a charming mixture of instruction and entertainment on **Sesame Street**.

SUN	MON	TUE	WED	THU	FRI	SAT
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A detailed black and white illustration of a complex mechanical device, likely a steam-powered engine or pump. The machine features a large flywheel on the right side, connected to a central shaft. Various pipes, valves, and a control panel with a gauge are visible. A small beetle is perched on the side of the machine. The illustration is highly detailed, showing the intricate components of the machinery.

First National conference on educational TV
held at The Pennsylvania State University.

WQED/Pittsburgh goes on the air. First public television station in Pennsylvania.

WHYY/Philadelphia goes on the air.

WTF/Hershey goes on the air.

WPSX/University Park begins in-school service.
Evening broadcasts to begin the following June.

WLV^{III}/Allentown goes on the air.

WVIA/Scranton goes on the air.

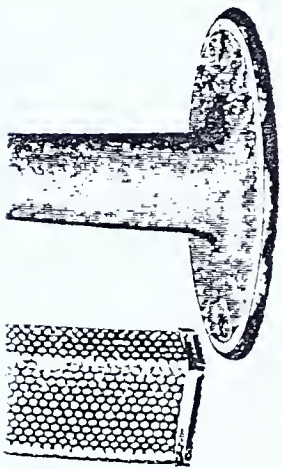
Governor Raymond Shafer announces appointment of 15-member Governor's Committee on Public Television. WPSX and WITF begin demonstration interconnect project.

WQLN/Fric goes on the air.

Act 329, forming the Pennsylvania Public Television Network Commission, becomes law.

Pennsylvania Public Television Network begins operation.

PfPTN moves into its new Hershey Network Operations Center.



April 1974

PPTN publishes results of ascertainment survey, "The People's Business". Fight programming priorities are defined.

Fall 1974

PPTN begins new program series in response to eight program priorities.

December 1975

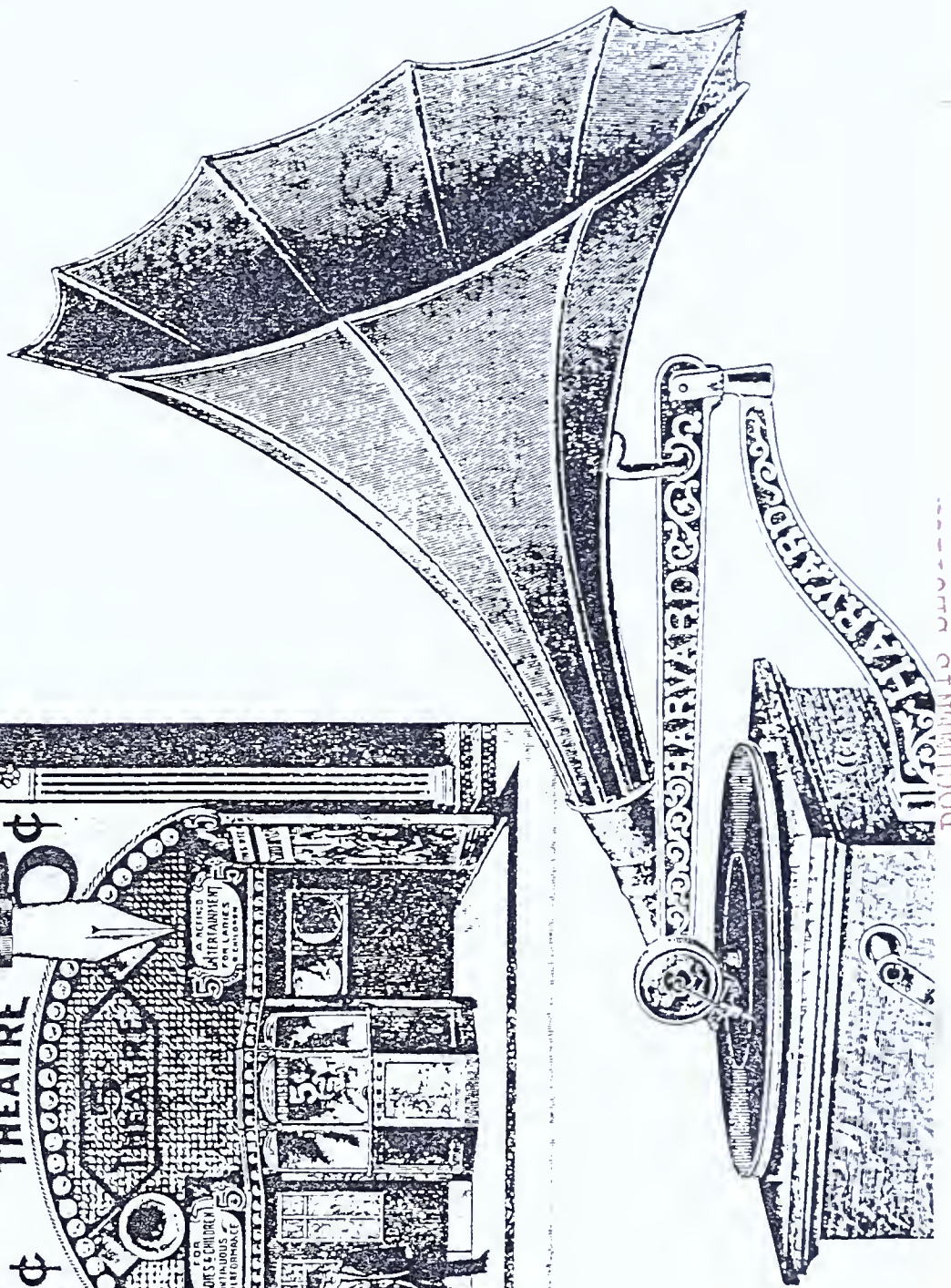
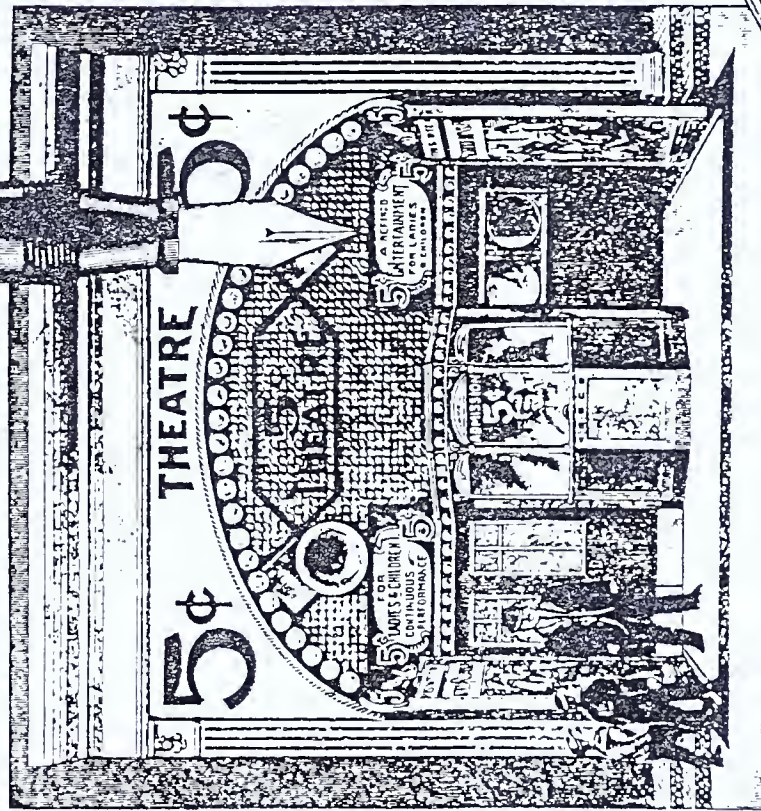
PPTN initiates audience research project to measure viewer reaction to programs.

September 1976

Results of first phase of audience research project presented to PPTN Commission.

October 1978

PPTN becomes part of the nationwide public television satellite distribution system.



DOCUMENT TO BE USED

INSTRUCTIONAL TELEVISION

Through public TV, the television set joined the chalkboard and textbook as an aid used by teachers to advance instruction. Instructional television (ITV) enables teachers to present study materials in diverse and thought provoking ways. It expands a teacher's choices, stimulates creativity, and ultimately contributes to a well-rounded, fully developed lesson.

Teachers have used ITV for more than 20 years. This year, PPTN distributed over 60 different ITV series. These programs, usually 15-20 minutes in length, cover subjects from language arts to mathematics. This year, over a third of all Pennsylvania students from kindergarten through twelfth grade watched ITV in school.

Instructional programs are not confined to elementary and secondary schools, however. Televised instruction is gaining increased popularity in college classrooms as well. With the aid of the Higher Education Advisory Committee and the ISDS, several colleges cooperated with the public TV stations in offering programs for college credit.

ITV is supported in several ways. Schools receiving the service help pay for it, paying according to the number of students served. In return, each school receives curriculum materials, instructions on how to use them, and any technical assistance they may need. They also have the right to record some programs for later use.

The Department of Education helped out by paying for part of the cost of acquiring programs for ITV use, while PPTN relays the programs from network headquarters to each station.

July

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This block contains four technical drawings of different screw types. At the top is a hex head screw with a hexagonal head and a threaded shank. Below it is a flat head screw with a conical head and a threaded shank. To the right is a cross-head screw with a cross-shaped head and a threaded shank. At the bottom is a double-flange screw with two hexagonal flanges and a threaded shank.

Operational funds lease and buy technical equipment like videotape recorders and TV cameras. PP/TN awards grants to the public TV stations to help them meet expenses, keep equipment in good shape, and maintain buildings.

On average, each PPTN member station received 79 percent of their program schedule from PPTN in 1978.

Since 1972, operational funds have been used to train minorities and women for careers in broadcasting through special affirmative action training grants.



SUN MON TUE WED THU FRI SAT

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AUDIENCE RESEARCH

PPTN's audience research study entered its third year in 1978. A team of Penn State researchers, using data from Arbitron Information on Demand (AID), have developed basic audience profiles tailor-made for each station. Following up on previous years' data, this year's information allowed stations to analyze trends in their audiences.

An audience workshop was held in Hershey attended by program and promotion managers. Case studies showed how to use the audience data in decision making.


This year's information showed that public TV reaches 78 percent of all young children each week, 34 percent of those over age 65, and 22 percent of those ages 18 through 64.

PENNSYLVANIA NET WEEKLY AUDIENCE (February-March, 1978)

Station	TV Households	Persons
WHYY/Philadelphia	546,000	1,033,000
WQED/Pittsburgh	355,000	627,000
WVIA/Scranton	215,000	470,000
WITF/Hershey	173,000	336,000
WPSX/University Park	100,000	204,000
WLVT/Allentown	71,000	125,000
WQLN/Erie	51,000	103,000
Statewide Total	1,511,000	2,898,000

Based on data from Arbitron Television. Audience estimates are subject to the qualifications given in the Arbitron report.

September

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Through our "community service system," we've put some action into TV-watching by giving you a chance to see something about what you see on television.

The system consists of a statewide coordinator and professionals at each station who team up with community groups and governmental agencies. They work together on local, statewide, and national issues that are the focus of public TV programs.

This year, PPTN prepared over 35,000 copies of print supplements designed to expand and complement subjects on public TV programs. Many of these print materials were distributed with the monthly PPTN newsletters. Others, such as the "Primer for Capitol Watchers," are printed and distributed separately. Many of the print supplements deal with subjects covered on **The People's Business**. Subjects ranged from local taxes to proposals to lower the drinking age.

In addition to these materials, a campaign was conducted for the broadcast of **The .10 Influence**, a program on alcohol and highway safety. Over 1.4 million print materials were distributed in cooperation with the Pennsylvania AAA, PennDOT, the Liquor Control Board, drivers examination centers, the Pennsylvania Turnpike Commission, and libraries.

A print piece on issues affecting the aged was distributed in conjunction with the broadcast of **Over Easy**. PPTN and its member stations worked with the Pennsylvania Office for the Aging and Area Agencies for Aging on this project.

Campaigns were also conducted for **On Two Wheels**, a program on motorcycle safety; **Including Me**, a program on the handicapped; and **Pennsylvania Hotline: The Rights of the Elderly**.

SUN MON TUE WED THU FRI SAT

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FUNDING PENNSYLVANIA PUBLIC TELEVISION

Sources of Income (Fiscal 1978)

Public television receives its support from a variety of sources. The largest source is local support. Viewer contributions, corporate and foundation underwriting, and on-air auctions accounted for 52 percent of the total income this year. School districts, colleges and universities, and local governments contributed 6 percent. The Commonwealth of Pennsylvania, through the PPTNC, provided 23 percent of the income. Federal funds accounted for 19 percent of the income.



November

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December

Operating Fund

Operations Support	\$1,637,757
Capital Facilities	327,997
Equipment Lease	539,316
Training Support	<u>119,200</u>
	\$2,624,270

Executive Office	86,677
Bureau of Administrative Services	123,950
Bureau of Public Relations	66,845
Bureau of Engineering	1,274,219
Bureau of Programming	140,789
	<u>\$1,692,480</u>
Sub-Total	\$4,316,750

Programming Services	\$ 532,250
Production-Statewide	
Production-Local and Acquisitions	969,250
Promotion	87,250
Community Service	91,250
Audience Research	20,000
Sub-Total	<u>\$1,700,000</u>
TOTAL	\$6,016,750

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PTV INFORMATIONAL WORKS OPERATIONS CENTER STAFF

ADMINISTRATION

David H. Leonard (Served through 1978)
H. Sheldon Parker (Effective January 1979)

General Manager

Violet A. Shoemaker
Secretary

George A. Smith
Director of Fiscal Affairs

Rose LeFever
Administrative Assistant

Fred C. Esplin
Director of Information

Christina M. Cox
Public Information Associate

Harry J. Troutman
Office Services

PROGRAM OPERATIONS

G. Robert Gibson
Director of Program Operations

Marie D. Breinich
Secretary

Kathleen H. Armstrong
Administrative Assistant

Marianne Principe
PTV Program Operations Assistant

Gary Schlegel
PTV Program Operations Assistant

Patrick W. McDonald
Facilities Coordinator

OPERATIONS CENTER

Larry J. Messenger
Director of Technical Operations

Paul A. McNichol
Broadcast Technical Supervisor

Richard E. Kaelberer
Duty Supervisor

Ronnie A. Smith
Duty Supervisor

Robert F. Swank
Duty Supervisor

Robert K. Boulware
Technician

Lewis R. Keiffer, Jr.
Technician

James H. Mears
Technician

Robert Conover
Technician

Chan Ngoc Nguyen
Technician

Dale Slough
Technician

Richard P. Markey, Jr.
Technician



DOCUMENTO UNCONFIDENTIAL

"Television can teach. It can illuminate, yes, it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely lights and wires in a box."

Edward R. Marrow

Funding Sources

Funding for public television in Pennsylvania comes from several sources, with the Commonwealth appropriation providing less than one-third of the total. During this fiscal year funding for public television came from the following sources: Viewer and corporate contributions, and TV auctions, 49%; Commonwealth appropriations to the PPTN Commission, 22%; school district, college and university, and local government allocations, 5%; federal funds through

the Corporation for Public Broadcasting, the Public Broadcasting Service, and HEW, 22%; and other state income, 2%.

This diversity of funding is one of the strengths of the system. Because public television touches so many people's lives, the cost to those who benefit from the system is relatively small. Public television has to be one of the best bargains today.

the system is relatively small. Public television has to be one of the best bargains today.

49% Viewer and Corporate Contributions

22%	Federal Funds
22%	Commonwealth (through PPTNC)
5%	Schools, Colleges and Local Government

2% Other State Income

Sub-Total \$4,450-422

49% Viewer and Corporate Contributions

22%	Federal Funds
22%	Commonwealth (through PPTNC)
5%	Schools, Colleges and Local Government

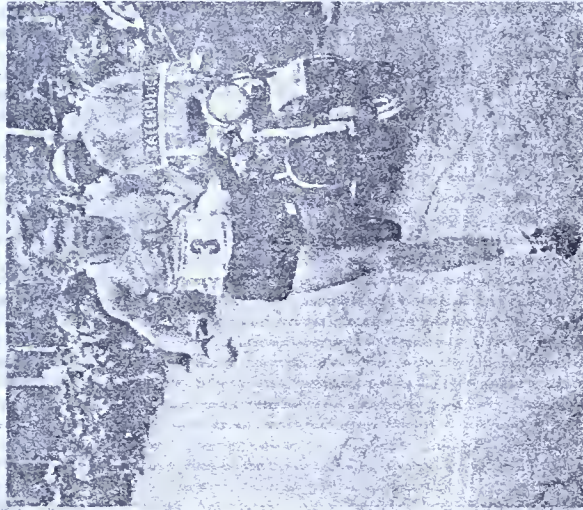
Sports

For their viewers with recreational and athletic passions, PPTN's member stations provided an assortment of programs. WQLN's *Into the Open Air* guided viewers through a bone-fishing trip in Florida's waters, off the edge of a bluff for a hang glider ride, and through the crisp fields for cross-country skiing.

TV Quarterbacks, produced by WPSX, presented Fran Fisher, Jim Tarman, and PSU coach Joe Paterno giving a review of the prior week's football game and discussing their upcoming games. Another Penn State sport was explored on *Inside Basketball*, featuring Coach Dick Harter and host Fran Fisher offering viewers insight into college basketball the way Penn State plays it. **A New Home for Penn State Football** gave viewers a look at renovations made to PSU's Beaver Stadium.

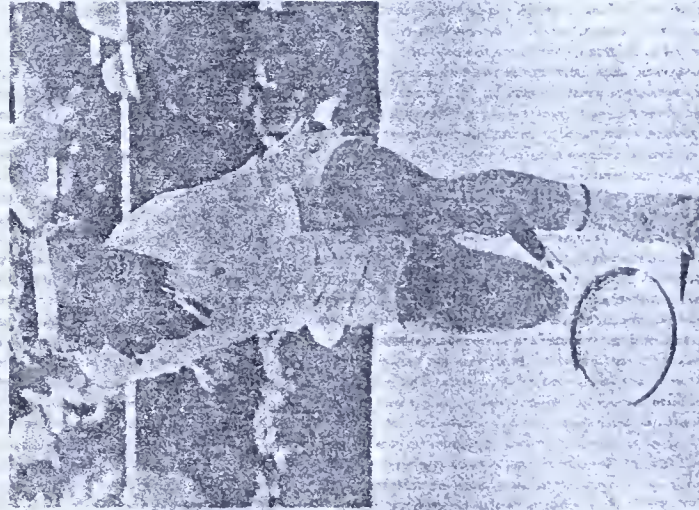
WLVT Sports provided complete coverage of college football games and college wrestling in Pennsylvania. The 1978 Eastern Drum and Bugle Corps Championship presented taped highlights of the competition of 25 bugle corps. WLVT also produced the play-by-play coverage of the 1978 Women's Fast-Pitch Softball Championships.

Pennsylvania viewers were also treated to the best in national sporting events such as soccer, tennis, and the Boston Marathon.



The oldest foot race in the U.S., the Boston Marathon is one of the many sporting events carried by PPTN member stations.

Tennis champ John McEnroe competes in the finals of the Davis Cup competition.



Instructional Television

Pennsylvania's sophisticated Instructional Television (ITV) delivery system exists because over 25 years ago educators had the foresight to recognize the tremendous potential of television as a teaching tool. Through their pioneering efforts, today's students are the beneficiaries of that creative dream. Teachers now have at their disposal an impressive array of programs on a wide variety of subjects to aid them in the educational process. These programs, usually 15-20 minutes in length, cover subjects from language arts to mathematics. Participating schools receive teachers' guides, assistance from utilization coordinators on the best use of the programs, and annual screenings of programs to assist in determining final broadcast selections. Through WPSX's *What's In The News*, children in intermediate classrooms around the state were kept up to date during the school year on current events and news in weekly, 15-minute programs.

ITV is supported in several ways.

Schools receiving the service help pay for it according to the number of students served. In return, each school receives curriculum materials, instructions on how to use them, and any technical assistance they may need. They also have the right to record some programs for later use.

Instructional television refers not only to instruction in elementary and secondary schools, but also includes college-level telecourses. With the aid of the PPTN Higher Education Advisory Committee, several Pennsylvania colleges cooperated with their local public television station in offering programs for college credit.

The potential now exists, through the use of new technologies, to provide the students of Pennsylvania with a telecommunications delivery service that would not only enhance their educational experience, but would provide them with a learning system that has not heretofore been possible in public broadcasting.



Chronology of Public Television in Pennsylvania

April 1954—WQED/Pittsburgh goes on the air. First public television station in Pennsylvania.

September 1963—WHYY/Philadelphia goes on the air.

November 1964—WITF/Hershey goes on the air.

March 1965—WPSX/University Park begins in-school service. Evening broadcasts to begin the following June.

September 1965—WLVT/Allentown goes on the air.

June 1966—WVIA/Scranton goes on the air.

May 1967—Governor Raymond Shafer announces appointment of 15-member Governor's Committee on Public Television. WPSX and WITF begin demonstration interconnect project.

August 1967—WQLN/Erie goes on the air.

November 1968—Act 329, forming the Pennsylvania Public Television Network Commission, becomes law.

May 1969—Pennsylvania Public Television Network begins operation.

February 1971—PPTN moves into its new Hershey Network Operations Center.

April 1974—PPTN publishes results of ascertainment survey. "The People's Business." Eight programming priorities are defined.

Fall 1974—PPTN begins new program series in response to the eight program priorities.

December 1975—PPTN initiates audience research project to measure viewer reaction to programs.

October 1978—PPTN becomes part of the nationwide public television satellite distribution system.

May 1979—PPTN celebrates its 10th Anniversary. Governor Dick Thornburgh proclaims May as Pennsylvania Public Television Month.

June 1979—PPTN is cited by the Pennsylvania House of Representatives and the Senate for its ten years of service to the Commonwealth.

July 1979—DATE (Digital Audio for Television) goes into operation.

Telecommunications

CATV, microwave, video, communications satellites, DATE, optical fiber . . . although these are not exactly household words, every household with a television set reaps the benefits of these technological advances in communications.

Initially known as Community Antenna Television (CATV), cable television began as a technological device to bring television into remote areas, with clear, faultless reception of VHF and UHF channels. In addition to the standard cable television viewing, viewers can now subscribe to "pay TV" channels which offer current movies and access to special sporting events.

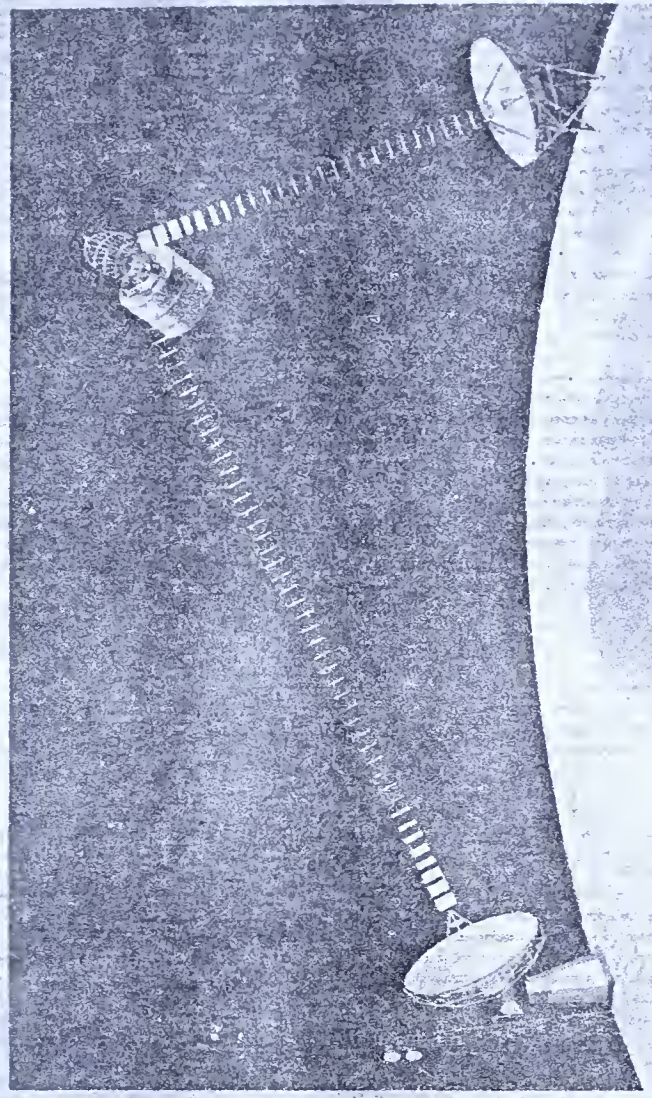
PPTN's 1600-mile microwave system is a point-to-point transmission interconnection between the seven geographically dispersed stations and the Operations Center in Hershey. It provides a flexible and convenient means for two-way exchange of programs on a statewide basis.

Video cassettes are becoming more common in homes, classrooms, and industries. Most of their use is for recording materials off the air to use at another time. A more recent development is the video disc, with prepackaged programs. These concepts create increased applications for any number of specialized programs aimed at specific audiences.

Communications satellites make national and international distribution of television and radio signals cheaper and easier. The satellites increase the number of signals available, and offer a better picture, improved audio, and increased diversity of programming.

A vital part of program distribution by satellite is the recently implemented Digital Audio for Television (DATE) system. DATE has refined and improved the quality of sound and facilitated high-fidelity stereo simulcasts with cooperating radio stations.

Optical fiber developments, essentially provide a much cheaper way to



cable the country by making extensive cable television services as available as the telephone (complete with two-way television). It is projected that optical fibers will one day dramatically increase the number of cable channels that TV sets can receive.

In 1979, PPTN had a unique opportunity to utilize the technological capabilities of the statewide network. When southcentral Pennsylvania was threatened with the possibility of evacuation during the nuclear incident at Three Mile Island, emergency plans were developed to operate WITF in Hershey by remote control via PPTN's microwave interconnect from the facilities of WPSX at University Park. The plans also accommodated the area's commercial stations who could adjust their transmitters to pick up the signal from WITF.

This is just one example of what the Carnegie Commission calls "meeting real public needs" with new technologies. As public broadcasting makes the transformation to public telecommunications, Pennsylvania is in a good position to move forward.

Through public television's satellite interconnection system, programs are transmitted to the WESTAR communications satellite from several original terminals around the country. The satellite then re-transmits the programs for reception at ground terminals serving each public television station licensee.

Pennsylvania Public Television Stations

WLVZ-TV Channel 39
South Mountain Drive
Bethlehem, PA 18015 (215) 867-4677
Sheldon P. Siegel
President and General Manager

WGLN-TV Channel 54
8425 Peach Street
Erie, PA 16509 (814) 868-4654
Robert J. Chitester
President
David H. Roland
Vice President and General Manager

WTFV-TV Channel 33
Box Z
Hershey, PA 17033 (717) 533-8000
Robert F. Larson
President and General Manager

WHYY-TV Channel 12
Independence Mall West
150 North Sixth Street
Philadelphia, PA 19106 (215) 243-2200
Jim Karayn
President and General Manager

WQED-TV/WQEX-TV
Channel 13, Channel 16
4802 Fifth Avenue
Pittsburgh, PA 15213 (412) 622-1300
Lloyd E. Kaiser
President

WVIA-TV Channel 44
The Public Broadcasting Center
Old Boston Road
Pittston, PA 18640
(717) 344-1244 (717) 826-6144
George H. Strimel, Jr.
President and General Manager

WPSX-TV Channel 3
Wagner Annex
The Pennsylvania State University
University Park, PA 16802
(814) 865-9531
David L. Phillips
Director of Broadcasting

pptn
The Pennsylvania Public
Television Network
169 West Chocolate Avenue
Hershey, PA 17033
Phone: 717-533-6011

Letter to the Governor

To Governor Dick Thornburgh and the
Honorable Members of the Senate and
House of Representatives of the Com-
monwealth of Pennsylvania . . .

This year we marked our tenth year
of service to the citizens of this Com-
monwealth. We can look both forward
and backward with pride. Our viewers
were exposed to music, drama, public
affairs, and instruction which delighted
the senses and expanded the horizons.

Public television over the past year
reached audiences of all ages with a
great variety of interests. Our program-
ming appealed to the preschool child
learning to count as well as the senior
citizen in need of consumer advice; to
the young adult following the increas-
ingly popular sport of soccer as well as
the voting population at large, trying to
stay informed on gubernatorial cam-
paign issues.

Additional activities of the network
included audience research, community
service outreach projects, and affirma-
tive action training programs.

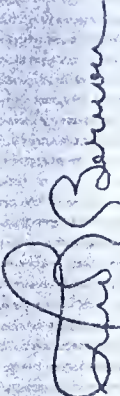
As we project toward our second dec-
ade of service to the citizens of Penn-
sylvania, we are thinking of our future
and the ways in which we can continue
our commitment to the Commonwealth.
The Carnegie Commission, which stud-
ied and released a report on the future
of public broadcasting, emphasizes the
importance of applying the new com-
munications technologies to meet real
public needs. This may be, the Car-
negie Commission states, "the most
compelling challenge facing public
broadcasting during the next decade."

It is time for us to determine the role
we will play in the future of public broad-
casting in Pennsylvania. Building on
the experience of the PPTN Commis-
sion and making use of existing facili-
ties and expertise, the Commonwealth
is in a good position to support the de-
velopment of a total public telecom-

munications system to serve the edu-
cational, cultural, public service, indus-
trial, and economic needs of Pennsyl-
vania.

The challenge seems clear enough.
And now is the time to begin planning
and acting so that we can carry on the
tradition of providing significant ser-
vice for the Commonwealth. Through
your continuous support, PPTN will
strive to promote and develop the con-
cept of public telecommunications in
Pennsylvania.

Sincerely,



Philip I. Berman
Chairman

Community Service

PPTN's community service effort reaches out to people. It opens the channels through which viewers may take individual or collective action in response to issues presented via their television sets.

There are two main ingredients in the community service system. The first sets up partnerships with private and public organizations that are associated with the specific subject of a program. These organizations form advisory committees that assist in the planning for promotion and outreach of the program. The second ingredient places PPTN community service in the position of a resource center that can enlighten people about the resources available to them.

Tobacco Road . . . A Dead End, a program illuminating the hazards of smoking, generated cooperation from the American Heart Association, the American Lung Association, the Pennsylvania Medical Society, and the American Cancer Society. These organizations helped to distribute thousands of print materials statewide, including a "Quit Kit" prepared by the Pennsylvania Department of Health.

Consumer credit and its possible impact on the lives of a young over-consuming couple was examined on **Credit and Debt: Illusion and Disillusion**. Because the prime audience for the program was young people about to take on the role of consumer, PPTN formed a partnership with the Pennsylvania Credit Union League and the state's high schools. Educational material on the wise use of credit was distributed via this liaison.

A community service project was also conducted in conjunction with the program **Like The Wind**, a documentary about individual religious experience in contemporary America. The program provided a natural base for community discussion groups, so PPTN prepared a booklet with background information and a question and answer section to

be utilized in connection with the documentary.

Another major outreach project centered around the weekly series, **The People's Business**. Over ten thousand copies of "A Primer for Capitol Watchers," a companion piece to the program, were distributed statewide to students, organizations, and concerned citizen groups.

In addition to distribution of print materials, other community service projects were initiated. Convenience showings of **Transition: A Governor Takes Office** and **Governor Brown and the Tax Revolt** were provided for the Governor's transition teams and the executive and legislative branch personnel.

Two other outreach efforts involved students across the Commonwealth. A Speakers Bureau was established with the on-air reporters from **The People's Business**, who visited high schools and colleges, statewide, to lecture on the media's role in reporting public affairs. PPTN also initiated a Student Advocates program. The student designees from each of the state's 29 intermediate units informs fellow classmates about upcoming programs of particular interest to high school students.

An integral part of PPTN's monthly newsletter this past year has been the community service inserts. These print supplements are designed to expand and complement the scope of various topics addressed on public television.

Community service actually puts public television in touch with the community. Whether it is telephone call-ins, distribution of print materials, or community sponsored events, PPTN and its seven member stations continue to find ways to keep viewers actively informed on a statewide basis.

PPTN Advisory Committees

The PPTN Commission comprises five standing committees which serve in an advisory capacity for various functions.

The nine-member Executive Committee conducts the business of the Commission between its quarterly meetings or at meetings when no quorum is present. This committee also reviews personnel policies and performance.

The body responsible for preparation of the budget for Commission action and audit response functions is the Finance and Equipment Committee. Comprising five to seven members, this committee also makes recommendations on equipment and facilities planning and expenditures for the network.

The Communications Committee, also five to seven members, reviews and makes recommendations regarding development of outside financial support for the Commission, including the legislative and public relations aspects.

Nine members comprise the Network Operations Committee (NOC) which makes recommendations on policy and procedural matters to the Commission. The NOC also implements Commission policies and directives in handling operational problems of the network system.

Four subcommittees are maintained to advise the NOC and network staff. The Network Programming Committee advises on programming and program scheduling. The Educational Television Committee advises on instructional and educational programming and program scheduling. The Network Technical Committee advises on all technical equipment, facilities, and operational matters, with special attention to maintaining technical standards. The Network Information Committee advises on advertising, public information, and program promotion.

A five-to seven-member Policy and Planning Committee reviews the Commission's long-range plans and projects and makes any necessary recommendations. In addition, this committee

oversees the activities of task forces working on specific areas of planning and policy.

A Higher Education Advisory Committee (HEAC) of 14 members, representing each station area and all facets of higher education in the Commonwealth, serves on a continuing basis. The HEAC selects its own chairman and makes recommendations to the Commission and the NOC on matters related to higher education and public broadcasting.

Public Affairs

PPTN knows the citizens of the Commonwealth want to stay in tune with the vital issues of the day and to keep an eye and ear on concerns of the future. Public affairs programming brings into focus these issues and concerns of the people. This year, public television examined and analyzed many controversial worldwide issues, as well as close-to-home topics.

Each Friday evening, the week's workings on Capitol Hill became food for public thought on the *People's Business*. Pennsylvanians were able to see their state government reported, researched, and interpreted the way it really works.

Scarcity of food, and the malnutrition and starvation it causes, is one of the world's most urgent crises. *Global Papers: The Fight for Food* probed this problem of how to adequately feed our growing population. Produced by WQED, the three-part program exposed viewers to comprehensive investigations of the causes and effects of the serious food shortages facing almost half the world. In addition, authorities discussed the role of the United States and various solutions to the crisis.

Interested viewers found out what was happening on the economic scene when



*Chuck Stone gives news analysis, interviews people in the headlines, and discusses issues of concern to America's minority communities on WHY's public affairs series **Another Voice**.*

they tuned in WQLN's *Economically Speaking*. The half-hour program featured to-the-point commentary and thorough examination of various government actions, national and world events, and their economic impact on the nation and its citizens.

WVIA produced a one-hour documentary called *An Act of Congress*, which provided an insider's look at legislative power in action. The program captured the dynamics of translating the will of the people into the law of the land.

When they were in the throes of the gubernatorial race, candidates Dick Thornburgh and Pete Flaherty met in the studios of WITF to voice their opinions about vital campaign issues on *PPTN Debate: Flaherty vs. Thornburgh*. Both candidates fielded questions by reporters on issues ranging from taxes and state spending to the economy and jobs. In response to requests for equal time, PPTN also provided each of the three minority party candidates one half hour of air time to present his views.

The Inauguration of Richard Thornburgh chronicled the oath of office, while the Governor's first major address as Pennsylvania's chief executive was seen on *The Governor's Budget Message*. WITF took a look at the growing pains of a new administration in an hour-long documentary, *Transition: A Governor Takes Office*. *The Opening Session of the House of Representatives* gave the citizens of Pennsylvania an inside look at the legislature and the process of choosing the Speaker and filling other leadership posts.

Keeping pace with America's minorities, *WHYY's Another Voice* featured interviews with the nation's decision makers, discussions with journalists from across the country, and on-the-scene reports. The weekly half hour of news, current events, and political trends is the only regular national television series that examines the impact of major issues and problems on minori-

Operations

Operations includes everything from the magical TV cameras and video equipment to the mundane business of power bills, salaries, and building maintenance.

Operational funds help keep the seven PPTN member stations on the air. So that they can offer optimum service to their viewers, the stations utilize their grants to help keep their equipment in good shape and to help meet day-to-day expenses.

A major portion of the operations budget during this past year has gone to support the Network Operations Center in Hershey. This included maintenance of the microwave delivery system as well as technical equipment and salaries for network personnel.

Another facet of operational support has been the use of affirmative action training grants to encourage the training and hiring of minority employees in public broadcasting.

ties. A *WHYY* special, *They Said It Wouldn't Happen*, took a closer look at the question of nuclear power plants.

Through *WPSX's Talkabout* specials, viewers around the state explored such issues as teen pregnancy, malpractice, spouse abuse, and the state's master plan for higher education. The nightly *Weather/World*, produced by *WPSX*, introduced new reports on business, recreation, health, and education to supplement its weather forecasts and science and technology updates.

Pennsylvanians were also able to view the best of national public affairs programming such as *Washington Week in Review*, *Wall Street Week*, *The MacNeil/Lehrer Report*, *The Advocates*, and *Bill Moyers Journal*.

PPTN Commission Officers

Chairman

Mr. Philip I. Berman
Chairman of the Board and
Chief Executive Officer
Hess's of Allentown—Allentown

Vice Chairman

Dr. John O. Hershey
Chairman of the Board and President
Milton Hershey School—Hershey

Treasurer

Mr. Floyd B. Fischer
Vice President for Continuing Education
The Pennsylvania State University—
University Park

Members

Mrs. Gustave Amsterdam
Philadelphia

Mr. Andrew M. Bradley, CPA
Harrisburg

Mr. John Christopher
(served to January 1979)
Director, Bureau of Instructional
Support Services

Penna. Department of Education
Harrisburg

Dr. Helen B. Craig
Research Coordinator, Western
Penna. School for the Deaf
Pittsburgh

Mr. Eugene M. Dougherty
Secretary-Treasurer, Kleen Vending
Company, McAdoo

Honorable James A. Goodman
(served to April 1979)

Honorable David W. Sweet
(effective May 1979)

House of Representatives
Harrisburg

Honorable H. Harrison Haskell II
(served to December 1978)

Honorable Harold F. Mowery
(effective February 1979)
House of Representatives
Harrisburg

Mr. Hiram R. Hershey
(served to December 1978)

Dr. Edward W. Arian
(effective January 1979)

Chairman, Penna. Council on the Arts
Harrisburg

Joseph D. Hughes, Esquire
Pittsburgh

Mr. Lloyd E. Kaiser
President, WQED-TV
Pittsburgh

Mr. Philip Klein
Philadelphia

Honorable Caryl Kline
(served to January 15, 1979)

Honorable Robert G. Scanlon
(effective January 16, 1979)
Secretary

Penna. Department of Education
Harrisburg

Mr. Frederick E. Leuschner
Assistant Executive Director
Public Relations, Penna. State
Education Association
Harrisburg

Dr. Herman Niebuhr, Jr.
Associate Vice-President
Temple University, Philadelphia

Mr. Louis I. Pollock
President, Morris Coupling, Erie

Dr. Gerald J. Specter
Executive Vice President, Health
Care Facilities Association of
Pennsylvania, Harrisburg

Honorable Richard A. Snyder
Senate of Pennsylvania, Harrisburg

Mr. George H. Strimel, Jr.
(served to December 1978)
President and General Manager
WVIA-TV, Pittston

Mr. David L. Phillips
(term began January 1979)
Director of Broadcasting, WPSX-TV
University Park

Honorable John J. Sweeney
(served to December 1978)

Honorable W. Louis Coppersmith
(effective January 1979)

Senate of Pennsylvania, Harrisburg

Mr. Donald H. Tollefson
Sports Director, WPVI-TV
Philadelphia

Advisory Members (Nonvoting) Staff

Mr. H. Sheldon Parker, Jr.
General Manager
Penna. Public Television Network
Hershey

Legal Counsel

Jack G. Handlet, Esquire
Deputy Attorney General

Chief, Human Services Division
Penna. Department of Justice
Harrisburg

Joel M. Ressler, Esquire
Deputy Attorney General
Penna. Department of Justice
Harrisburg

Comptroller

Mr. Edward T. Durkin
Harrisburg

PPTN Network Operations Center Staff

Executive Office

H. Sheldon Parker, Jr.
General Manager
Violet A. Shoemaker
Secretary

Administrative Office

Rose Lefever
Acting Director of Fiscal Affairs
George A. Smith
(served to June 1979)

Harry J. Troutman
Fiscal Assistant

Barbara A. Fox
Clerk Typist

Public Information Office

Christina M. Cox

Director of Information

Susan D. Olmstead

Public Information Associate

Florinda B. Mendelsohn

Community Outreach Coordinator

Program Operations

G. Robert Gibson

Director of Program Operations

Marie D. Breinich

Secretary

Kathleen H. Armstrong

Administrative Assistant

Marianne Principe

ITV Program Operations Assistant

Gary L. Schlegel

PTV Program Operations Assistant

Patrick W. McDonald

Facilities Coordinator

Operations Center

Larry J. Messenger, Director of Technical
Operations

Paul A. McNichol, (served to July 1979)

Broadcast Technical Supervisor

Richard E. Kaelberer, Duty Supervisor

Ronnie A. Smith, Duty Supervisor

Robert E. Swank, Duty Supervisor

Paul E. Borusky, Technician

Robert K. Boulware, Technician

Robert J. Conover, Technician

Lewis P. Keiffer, Jr., Technician

Richard P. Markey, Jr., Technician

James H. Mears, Technician

Dale F. Stough, Technician

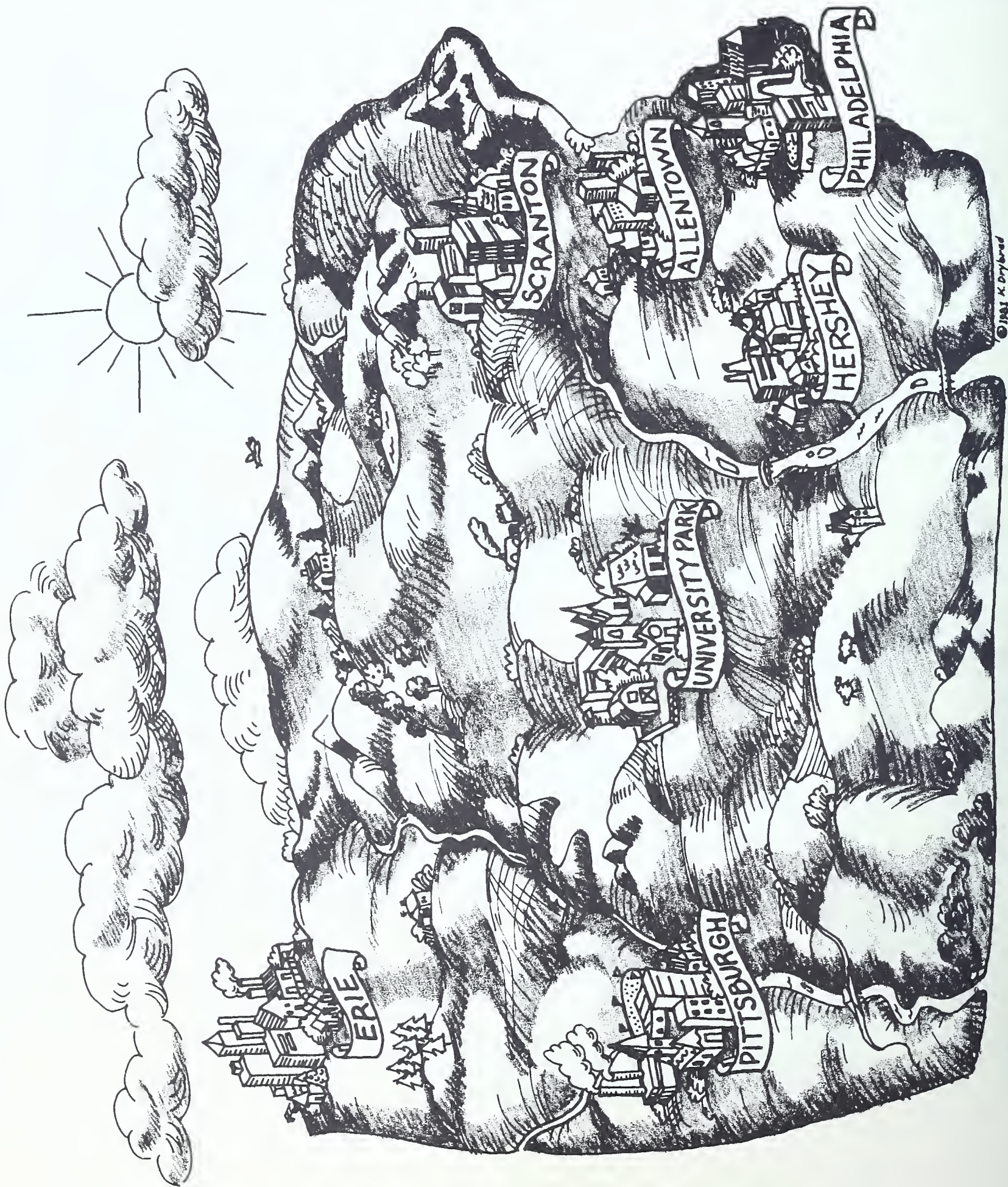
1980
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1980 Annual Report

pptv
Pennsylvania
Public
Television
Network
Commission

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DOCUMENTS SECTION





July 1981

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
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Stations

WLVT-TV Channel 39
South Mountain Drive West
Bethlehem, PA 18015
(215) 867-4677
Sheldon P. Siegel, President and General Manager
WQLN-TV Channel 54
Box 10
Erie, PA 16512
(814) 868-4654
Robert J. Chitester, President
David H. Roland, Vice President and General Manager
WITF-TV Channel 33
Box Z
Hershey, PA 17033
(717) 533-8000
Dr. Robert F. Larson, President and General Manager
WHYY-TV Channel 12
Independence Mall West
150 North Sixth Street
Philadelphia, PA 19106
(215) 923-0800
Jim Karayn, President and General Manager
WQED-TV Channel 13
WQEX-TV Channel 16
4802 Fifth Avenue
Pittsburgh, PA 15213
(412) 622-1300
Lloyd E. Kaiser, President
WVIA-TV Channel 44
The Public Broadcasting Center
Old Boston Road
Pittston, PA 18640
(717) 344-1244 (717) 826-6144
George H. Strimel, Jr. (Resigned September 1980)
Dr. John Walsh (Elected October 1980)
President and General Manager
WPSX-TV Channel 3
Wagner Annex
The Pennsylvania State University
University Park, PA 16802
(814) 865-9531
David L. Phillips, Director of Broadcasting and General Manager



Commission

MEMBERS

Mrs. Gustave Amsterdam
Philadelphia
(Served to March 1980)

Mr. Andrew M. Bradley, CPA
Harrisburg

Mr. Donald Y. Clem
President, McConway & Torley
Corporation
Pittsburgh
(Term began February 1980)

Honorable W. Louis Coppersmith
Senate of Pennsylvania
Harrisburg

Dr. Helen B. Craig
Research Coordinator, Western
Penna. School for the Deaf
Pittsburgh

OFFICERS

Chairman
Mr. Philip I. Berman
Chairman of the Board and
Chief Executive Officer
Hess's of Allentown
Allentown

Vice Chairman
Dr. John O. Hershey
Chairman of the Board and
President
Milton Hershey School
Hershey

Mr. Eugene M. Dougherty
Secretary-Treasurer, Kleen
Vending Company
McAdoo

Mr. Floyd B. Fischer
Vice President for Continuing
Education, The Pennsylvania
State University
University Park
(Served to December 1979)

Mr. Marlowe Froke
Director of Media & Learning
Resources, The Pennsylvania
State University
University Park
(Term began January 1980)

Joseph D. Hughes, Esq.
Pittsburgh

Mr. Lloyd E. Kaiser
President, WQED-TV
Pittsburgh
(Served to December 1979)

Mr. Philip Klein
Philadelphia

Mr. Frederick E. Leuschner
Assistant Executive Director for
Public Relations, Penna. State
Education Association
Harrisburg

Honorable Harold F. Mowery Jr.
House of Representatives
Harrisburg

Dr. Herman Niebuhr Jr.
Associate Vice President
Temple University
Philadelphia

Mr. David L. Phillips
Director of Broadcasting,
The Pennsylvania State University
University Park

Mr. Louis I. Pollock
President, Morris Coupling and
Clamp Company
Erie

Mrs. Diana Rose
Chairman, Penna. Council on
the Arts
Pittsburgh
(Term began January 1980)

Honorable Robert G. Scanlon
Secretary, Penna. Department of
Education
Harrisburg

Honorable Richard A. Snyder
Senate of Pennsylvania
Harrisburg

Dr. Gerald J. Specter
Executive Vice President,
Health Care Facilities
Pa. Health Care Association
Harrisburg

Honorable David W. Sweet
House of Representatives
Harrisburg

Mr. Donald H. Tollefson
Sports Director, WPVI-TV
Philadelphia

Mr. Frank Ursomarso
(Appointed January 1981)
Kennett Square

Ms. Ann Witmer
Director, Bureau of Press
and Communications
Pa. Department of Education
Harrisburg

ADVISORY MEMBERS (NONVOTING)

STAFF

Mr. H. Sheldon Parker Jr.
Secretary-Treasurer and
Chief Executive Officer
Penna. Public Television Network
Hershey

LEGAL COUNSEL

Joel M. Ressler, Esq.
Deputy Attorney General
Penna. Department of Justice
Harrisburg

COMPTROLLER

Mr. Ronald W. Blough
Comptroller
Penna. Department of Education
Harrisburg

August 1981

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
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Letter From The Chairman

The 1979-80 fiscal year represents the end of a rewarding decade for PPTN and the start of the challenging and promising 80s.

The network's unique ability to interconnect the four corners of the Commonwealth via its 1600-mile microwave system was used to a greater extent than ever this year. Discussions held weekly on the PPTN-funded *Pennsylvania* program, the *Pennsylvania Town Meeting* series, and a teleconference involving educators from throughout the state all utilized the microwave delivery system.

A grant from Alcoa made it possible for PPTN member stations to air a special with highlights of the first presentation of the Governor's Hazlett Memorial Awards for Excellence in the Arts in Pennsylvania. PPTN worked closely with the Pa. Council on the Arts on this project, providing a good example of service to people through effective interagency cooperation. Without financial assistance from the private sector, the awards program could not have been produced or promoted. Increased cooperation with other Commonwealth agencies and the development of additional non-state funding sources are two of PPTN's objectives for the 80s.

The National Telecommunications and Information Administration formally awarded PPTN a planning grant to conduct a statewide telecommunications study after Governor Thornburgh designated PPTN as the lead Commonwealth agency. The network is proud of its leadership role in determining the most appropriate ways to serve the needs of Pennsylvanians through public telecommunications services.

Providing essential information and services for the Commonwealth continues to be our major commitment. This includes the best programming from national, statewide, and local resources and encompasses cultural fare, public affairs, and instruction for an audience of all ages and interests. With your continuing support, we will strive to develop more fully and effectively our potential to serve the Commonwealth.

Sincerely,

Philip I. Berman
Chairman

September 1981

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
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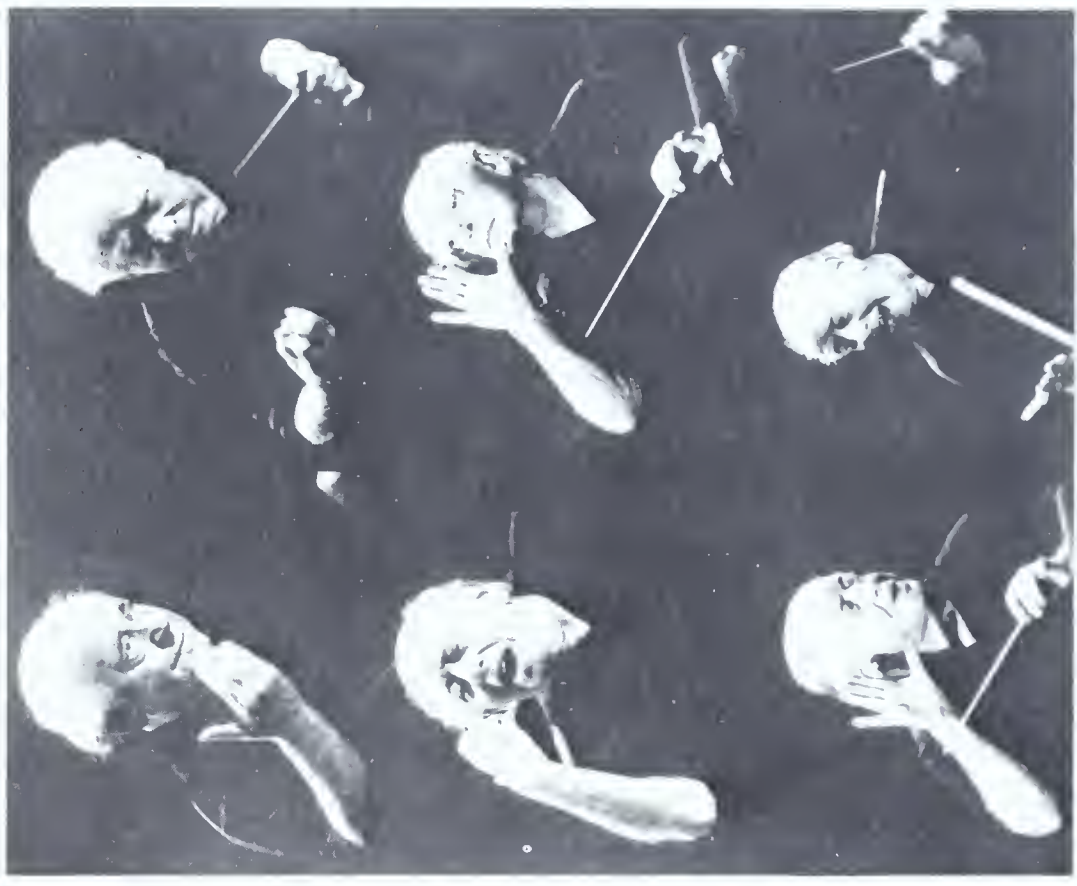


photo Ormandy



Funding

Funding for public television in Pennsylvania comes from a variety of sources. Federal dollars, from the Corporation for Public Broadcasting and government agencies, accounted for a little over \$5 million. State government provided \$6.7 million. Business and industry contributed \$7.5 million. Members and subscribers contributed \$4.5 million. Program underwriting accounted for \$2.7 million. The annual TV auctions brought in approximately \$1 million. Universities, schools, and local governments provided \$1.5 million. Miscellaneous income was approximately \$1 million.

In other words, the member stations through their contacts with business and industry, schools, universities, and local governments and through their fund drives, auctions, memberships, and subscriptions, raise 61 cents of every dollar they spend. State government provides 22 cents and the federal government provides 17 cents.

This year the Commonwealth appropriation provided less than one-fourth of public television's total funding. The monies received from the legislature are divided into an operating fund and a programming fund.

October 1981

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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The operating fund provides support for the stations in the form of grants for capital facilities, leasing and buying equipment, operating expenses, and for training minorities and women. The operating fund is also the source of support for the Network Operations Center in Hershey. This includes maintenance of the microwave delivery system and technical equipment.

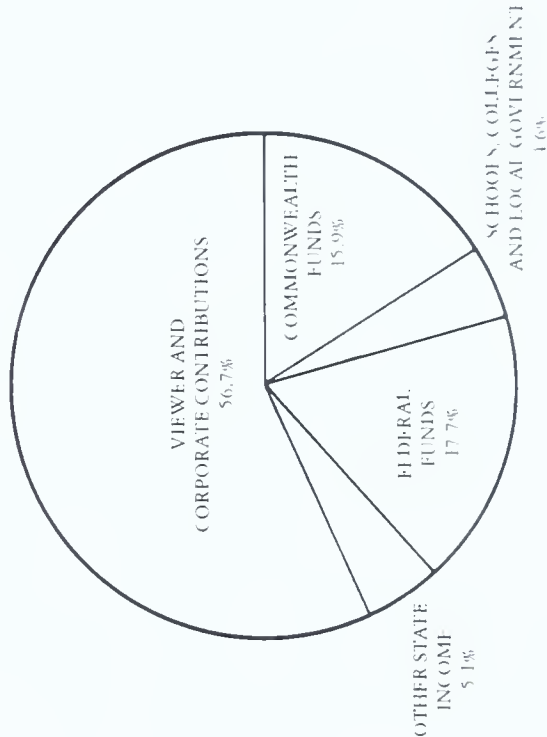
The programming fund provides grants to stations for acquisition of programs and for community utilization. The programming fund is also the source of support for PPTN statewide programming, for audience research, and for statewide promotion and community outreach.

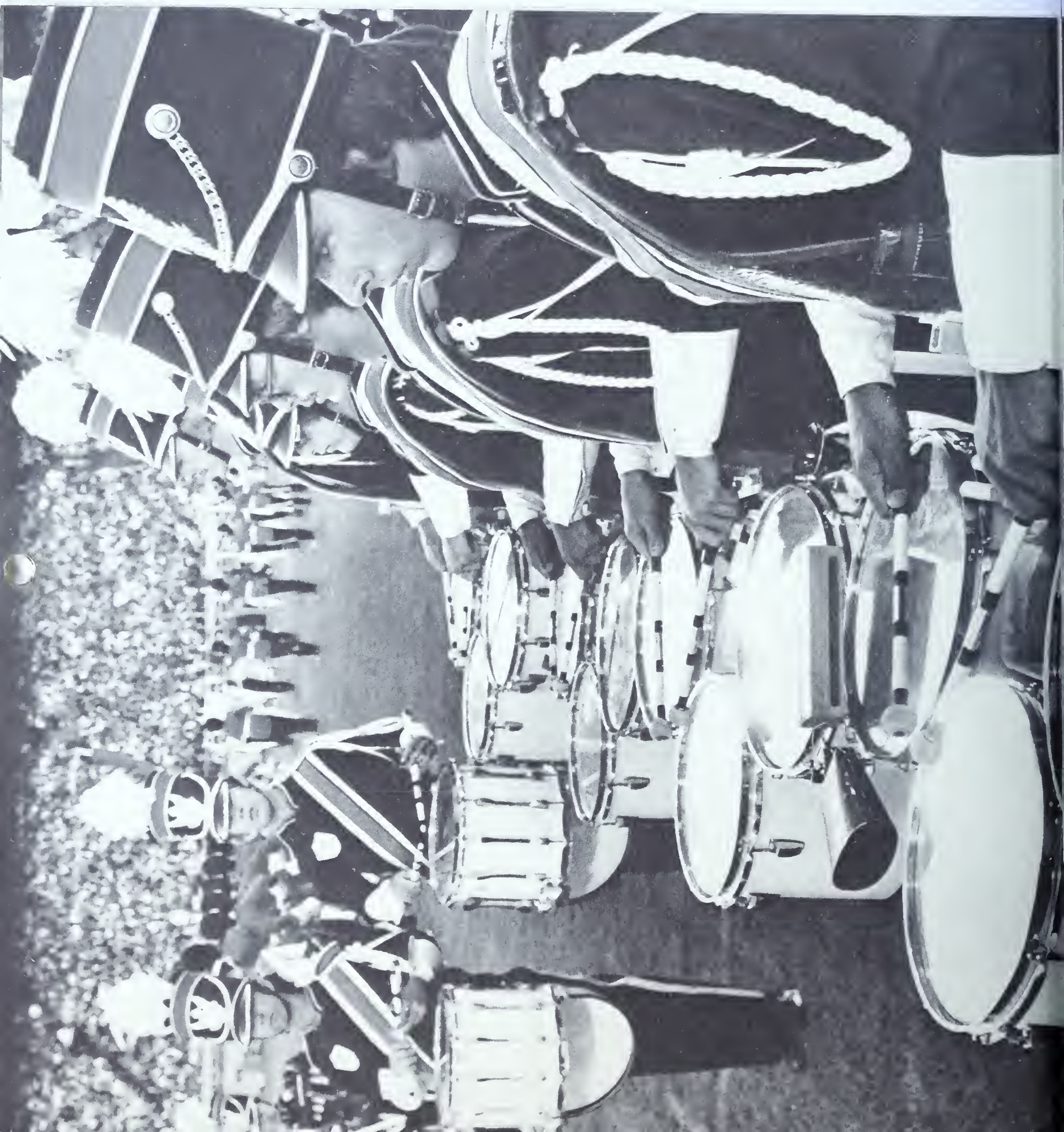
PPTN, through its enabling legislation, may apply for, receive, and distribute federal, state, public, and private funds. The 1978 report of the Commission's Policy and Planning Committee recommended that underwriting and development activities be increased to further expand the services provided by public broadcasting in Pennsylvania.

During this fiscal year, PPTN acted on those recommendations. In cooperation with the Pennsylvania Council on the Arts, PPTN and member station WPSX secured funding from the Alcoa Foundation and the Alcoa Corporation for the production and promotion of the program *Profiles In Excellence*. Also, working in conjunction with the Pennsylvania Department of Health, PPTN received funds from the INA Corporation for the promotion of *A Gift: An Obligation*.

Underwriting for program production and promotion was not the only additional funding received by PPTN. A \$50,000 one-year planning grant from the National Telecommunications and Information Administration is making possible a study of Pennsylvania's public telecommunications needs. The study will enable the state to examine the most appropriate ways to support and serve the needs of its citizens through public telecommunications services. Emphasis is being placed on applicable state-of-the-art technologies and the use of those technologies to deliver the services provided by public broadcasting to all Pennsylvanians on a cost-effective basis. The results of this study will provide the information needed to plan for the implementation of these technologies and for the possibility of consolidating underused facilities for unserved and underserved audiences and areas of the state.

SOURCES OF STATION INCOME







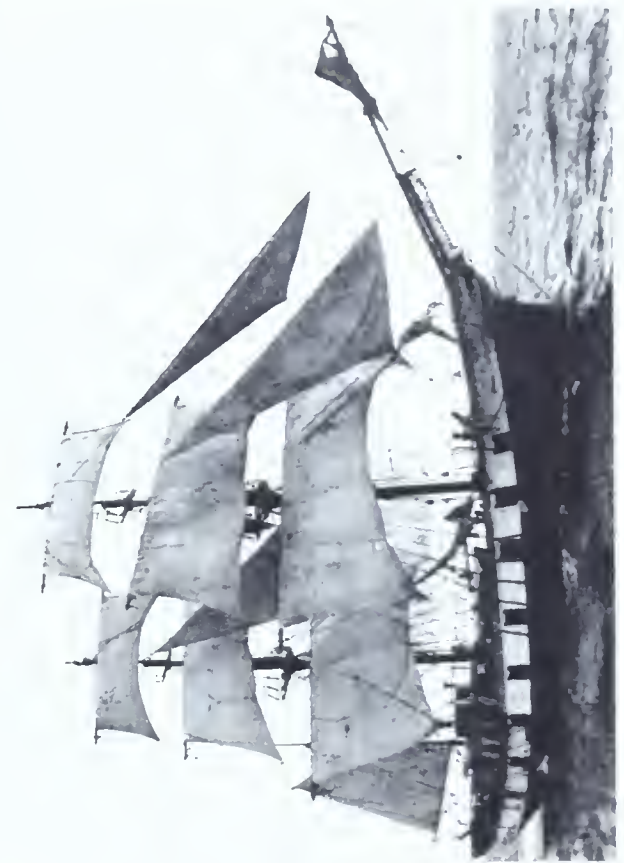
Finances

FY Ending 6/30/80	
Operating Fund	
Station Support	
Operations Support	\$1,689,845.
Capital Equipment & Facilities	657,679.
Equipment Lease	111,996.
Training Support	139,500.
	\$2,599,020.
Networking	
Executive Office	\$ 131,150.
Bureau of Administrative Services	167,010.
Bureau of Public Relations	90,750.
Bureau of Engineering	1,423,800.
Bureau of Programming	159,270.
	\$1,971,980.
Sub-total	\$4,571,000.

Programming Fund	
Programming Services	
Production — Statewide	\$ 618,500.
Production — Local and Acquisitions	1,236,219.
Promotion	129,444.
Community Service	87,837.
Audience Research	25,000.
Sub-total	\$2,097,000.
TOTAL	\$6,668,000.

November 1981

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photos The 1979 Drum Corps International Championships • Camera Three •





Programs

Through the services of PPTN and the seven member stations, Pennsylvania viewers have access to national, statewide, local, and instructional programming. National programming, produced by PBS stations, including the seven in Pennsylvania, and/or independent producers, is aired throughout the country. Programs distributed statewide are produced by PPTN member stations, some funded with a grant from PPTN, and are broadcast only on the seven stations. Instructional programming originates from a variety of sources and covers subjects from language arts to mathematics. PPTN, through the microwave interconnect, distributes ITV programs to the member stations Monday through Friday during school hours. Local programming, produced by each of the stations for their specific markets, is responsive to the needs of the communities served by the stations. Some local programs which have statewide interest or impact are offered to other member stations.

PPTN member stations produced a variety of programs this fiscal year for national distribution. *Free to Choose*, produced by WQLN, featured Milton Friedman in a series of documentaries and discussions on economic issues. WHY? provided viewers with an in-depth look at the American presidency on *Every Four Years* and kept the nation's minority communities informed through the public affairs series *Another Voice*. *The People of Three Mile Island* and the *National Nuclear Debate*, both produced by WITF, chronicled the accident at the Three Mile Island nuclear facility and provided a forum for discussion of the issues involved. WQED's *Once Upon a Classic* and *Mister Rogers' Neighborhood* continued to entertain and educate children of all ages. *The National Geographic Specials*, also produced by WQED, presented a series of documentaries on topics such as new discoveries about the human mind and the glory of the last great luxury ocean liners. Other WQED national productions included *Connections*, which explored the development of technology, and *Cover Story*, a series focusing on timely topics of national interest. WVIA presented *H.R. 6161: An Act of Congress*, a documentary following the process of how a bill becomes a law. WLVT produced *All for One*, a special on the Lamaze method of childbirth, which was distributed nationally. In addition to the programs produced by PPTN stations for national distribution, Pennsylvanians were also able to view the best of other nationally distributed series such as *The MacNeil/Lehrer Report*, *Wall Street Week*, *Masterpiece Theatre*, *Nova*, *Over Easy*, *Great Performances*, *The Dick Cavett Show*, *Bill Moyers Journal*, *The Shakespeare Plays*, and special presentations such as *Joan Robinson: One Woman's Story*, *Picasso*, *The Mark Russell Comedy Specials*, *Choosing Suicide*, *La Gioconda*, *Paul Robeson*, *Lathe of Heaven*, *Conversations About the Dance*, and *William Faulkner: A Life on Paper*.

December 1981

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The weekly statewide series *Pennsylvania*, produced by WPSX and aired on all seven member stations, provided viewers with reports on state government, discussions of important issues and features on happenings in communities all around the state. A series of *Pennsylvania Town Meetings*, produced by WQED, brought together experts and citizens from across the state to discuss and examine issues of statewide concern. WPSX's series *Weather/World* and *TV Quarterbacks* were broadcast statewide, as was the special *Profiles in Excellence*, also produced by WPSX. WITF's special *The Governor and the Class of '79* and WLVT's series of PIAA State Wrestling Championships, Lehigh University college matches, as well as the Eastern Intercollegiate Wrestling Championships and the 1979 *Eastern Drum and Bugle Corps Championship*, were carried statewide by the seven stations. Various state public affairs specials, produced by WQED, also aired statewide. These included *The Governor's Legislative Message*, *Pennsylvania Special: Governor Thornburgh's Budget Message*, and *Another Viewpoint: Democratic Response to the Thornburgh Budget*.

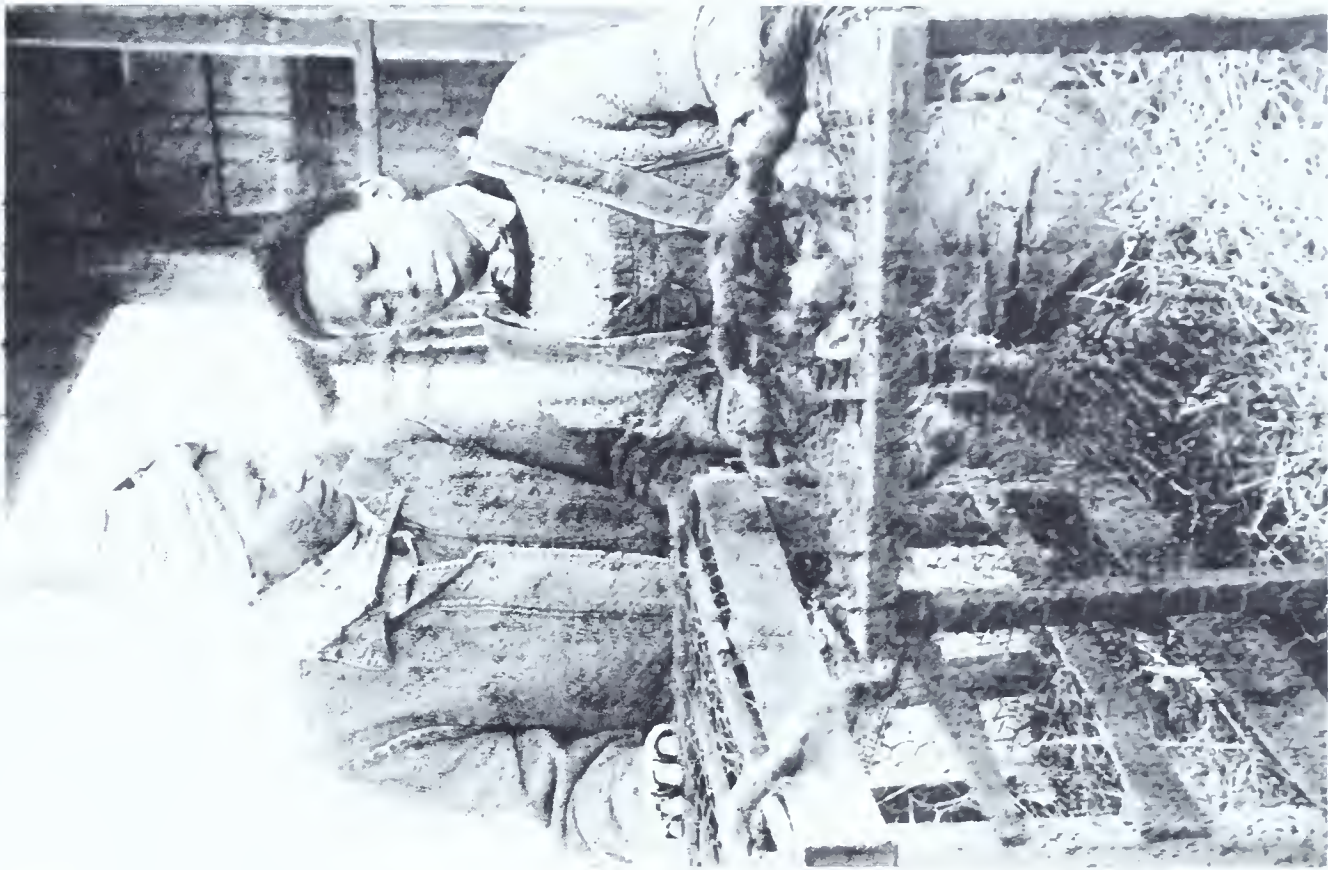
As an educational resource, the member stations provide instructional television (ITV) programming to schools. Each station coordinates with their local school district to provide ITV to Pennsylvania students from

January 1982

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kindergarten to twelfth grade. Series such as WPSX's nationally distributed *What's in the News* are aiding teachers in the educational process. College-level telecourses such as WPSX's *The Quest for Food* were also a component of the type of instructional television services provided. Also in their capacity as an educational resource, the seven member stations made possible, this fiscal year, a statewide teleconference on school improvement in cooperation with the Pennsylvania Department of Education.

The seven stations also served their local communities with programs on local issues, cultural affairs, medicine, consumer tips, area sports, and minority-oriented topics.



photos The American Short Story • Walters

Once
upon a
Classic®

SoundStage

The Search
for Solutions

pptn

Town Meeting

CTW

SESAME STREET

NOVA

A
NATIONAL
GEOGRAPHIC
SPECIAL

CONNECTIONS

AN ALTERNATIVE VIEW OF CHANGE

OVER
EASY

AUSTIN
CITY
LIMITS

GREAT
PERFORM-
ANCES

PRESENTS

DANCE IN
AMERICA

FREE TO
CHOOSE

CONTER
CONTER

PENGMANA

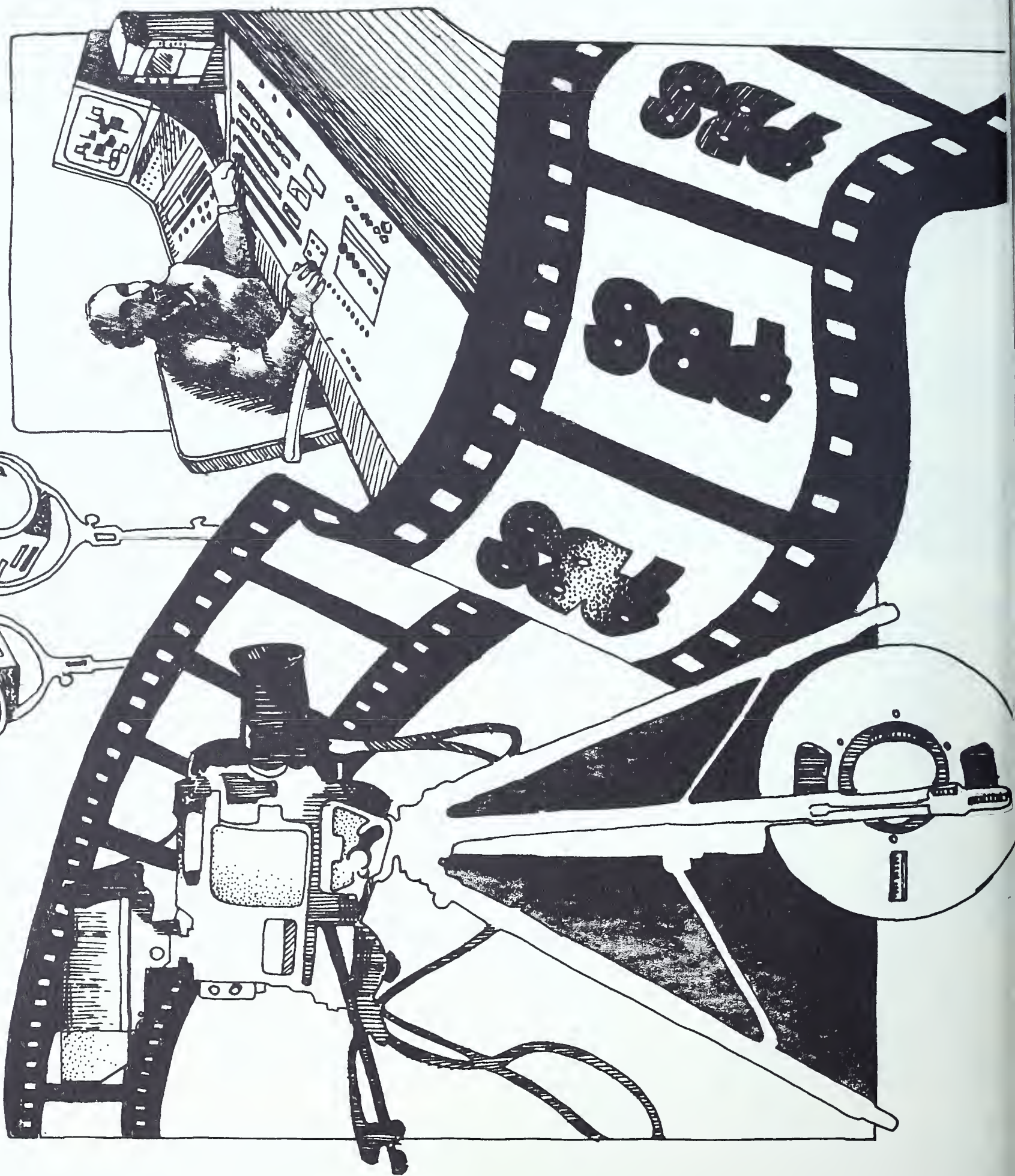
PROFILES IN
EXCELLENCE

One objective of this year's effort was to enable station personnel to increase their familiarity with and use of audience research terminology and information for making programming and promotion decisions. The Penn State researchers and station personnel use data from Arbitron Information on Demand (AID). AID is a computer-accessible file of the television viewing behavior recorded in diaries distributed in a given market area.

Another facet of this year's research was the rating system developed for the statewide series *Pennsylvania*. The *Pennsylvania* Audience Rating System (PARS) was designed to analyze audience characteristics and viewing trends on a statewide basis. PARS represented the first attempt to apply all of the available tools of audience research to a locally produced statewide program.

A considerable amount of information has emerged from the project effort initiated in 1975. Knowledge of viewing trends can aid in making decisions regarding long-range planning; station personnel have become more sophisticated in their understanding and use of audience information; and the project has kept pace with new developments in research. The audience research project can move into the SOs on firm footing.

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Operations

Operations at PPTN is the day-to-day routine of programming and engineering functions that employ 60 percent of the staff and account for 80 percent of the network operations budget. Each of the seven public television stations in the Commonwealth is connected to the Network Operations Center (NOC) located in Hershey by a two-way microwave link. The NOC houses eight videotape machines which can record or feed programs for station use, 7 a.m. to midnight, seven days a week, 365 days a year. The center also serves as a link among stations for statewide coverage of important events and live interconnections for *Town Meetings* as well as experimental closed-circuit or broadcast teleconferences. The center records an average of eight hours of programming every day. An average of sixty-two programs is transmitted daily with up to four at one time through the computer-assisted switching system.

Other routine duties performed at the NOC include the technical evaluation of recorded, networked and transmitted programming and the daily distribution of those evaluations and trouble reports to the stations. Tapes are stored in a manner that provides for accuracy and accessibility in a climate-controlled environment. Communications between the stations, the Public Broadcasting Service in Washington, the Eastern Educational Television Network offices in Boston, and the NOC must result in the correct program being recorded or passed through from one of nine different sources with split-second timing.

Purchasing quantities of videotape, paying the rent and the power bills, providing backup resources for the most vulnerable system components, and maintenance of the equipment are the basis for efficient network operation. This year, two new videotape machines were purchased to replace old equipment, helping PPTN to continue the reliable service that the public expects.

March 1982

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Photo: The Boston Herald, 11/11/81, p. 16





Outreach

Informing and involving people is the aim of PPTN's community service and promotional outreach efforts. A statewide network of personnel at PPTN and the seven member stations continually carries out the mandate of promoting public awareness and disseminating information about public television in Pennsylvania.

This year, these efforts were put to use for the PPTN-funded series *Pennsylvania*. Because this weekly statewide series covered a wide variety of topics in addition to public affairs, the potential audience included many special interest groups. To inform appropriate groups about specific programs, a specially designed print piece called a Program Alert Card was utilized. Over 12,000 Program Alert Cards were distributed statewide during the time *Pennsylvania* aired. In conjunction with the premiere and continuing throughout the series, over 50,000 flyers and 5,000 posters were distributed. For the six *Pennsylvania Town Meeting* programs, each devoted to a single issue of statewide concern, approximately 10,000 Program Alert Cards were distributed.

A statewide special, *Profiles In Excellence*, featured the ten recipients of the first Hazlett Memorial Awards for Excellence in the Arts. Outreach efforts for this program included distribution of over 54,000 print pieces across the state.

Another form of outreach is accomplished via the community service inserts which supplement the monthly PPTN newsletter. Inserts for the *Pennsylvania* and *Pennsylvania Town Meeting* programs provided background information on topics such as energy, asbestos danger in the schools, coal development, and the workfare issue. Other inserts provided readers with information about public television in general, including reports on telecommunications and higher education.

To increase awareness of public television and what it offers, two special projects were undertaken this year. An informational brochure focusing on PPTN and the seven member stations was prepared and distributed. As a continuing service, the brochure is being made available to outlets throughout the state. In addition, an eight-panel mobile display unit depicting all facets of public television programming is being used by libraries, schools, conferences, exhibitions, and other appropriate gatherings in the state.

April 1982

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Telecommunications



Technological advances in the communications industry are taking place with such speed that keeping pace with the technological revolution is a daily challenge to broadcasters. An even greater challenge exists for broadcasters to use the new technologies to provide maximum, beneficial public services.

Twelve years ago it was not possible to anticipate the rapid advancement of technology nor the challenges that would develop. When PPTN was established in 1968 by Act 329 of the Pennsylvania legislature, its specific mandates were to: interconnect all public television stations serving Pennsylvania through the network's microwave delivery system; distribute instructional and public television programs to member stations; promote public awareness of public television in the state; conduct research and training activities in matters relating to public broadcasting; make grants to the member stations to aid in the improvement of their operations, programming, and capital facilities; insure diversity of programming; and fund the production of programming of particular interest to Pennsylvanians.

It became evident that these mandates were being challenged by technological developments, and a reassessment was necessary. A Mission and Bylaws Committee was formed with the goal of determining how Act 329 and PPTN's bylaws could be amended to give the Commission the authority to explore and interact with the technology revolution for the benefit of Pennsylvania's citizens.

A transitional mission statement was presented to the Commission at their quarterly meeting in December 1979. This statement proposed that the Commission should seek to broaden its legislative mandate by: serving as a Commonwealth resource to monitor, plan, and advocate the noncommercial use of telecommunications innovations; working with executive and legislative agencies to facilitate the more effective uses of telecommunications in the implementation of their missions; working with telecommunications agencies to develop an effective system of telecommunications for Pennsylvania; and working with the Governor and the General Assembly to conduct the research and analysis to implement this transitional mission.

The task of surveying and evaluating existing facilities is under way to determine the need for expansion, consolidation, and more effective utilization. The results of the survey will provide the Commission and the Commonwealth with important guideposts for the most beneficial use of telecommunications systems in Pennsylvania.

May 1982

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Staff

Executive Office

General Manager H. Sheldon Parker Jr.
Assistant General Manager Richard A. Jones
Special Projects Coordinator Kathleen H. Armstrong
Secretary Violet A. Shoemaker
Clerk-Typist/Receptionist Barbara A. Fox
Fiscal Office

Director of Fiscal Affairs Rose Lefever
Fiscal Assistant Harry J. Troutman
Office Services Assistant Lorraine McCorkel
Public Information

Director of Public Information Christina M. Cox
Assistant Director of Public Information Susan D. Olmstead

Program Operations

Director of Programming Operations G. Robert Gibson
ITV Manager/Administrative Assistant Marianne Principe
PTV Manager Gary L. Schlegel
Facilities Coordinator/ITV Assistant Patrick W. McDonald
Secretary/PTV Assistant Denise Huntzinger
Operations Center

Director of Engineering Operations Larry J. Messenger
Duty Supervisors Richard E. Kaelberer
Ronnie A. Smith
Robert E. Swank

Technicians Paul E. Borusky
Robert K. Boulware
Marlin E. Hobaugh
Lewis R. Keiffer Jr.
James H. Mears
Dale F. Stough
Jocelyn M. Wadley

June 1982

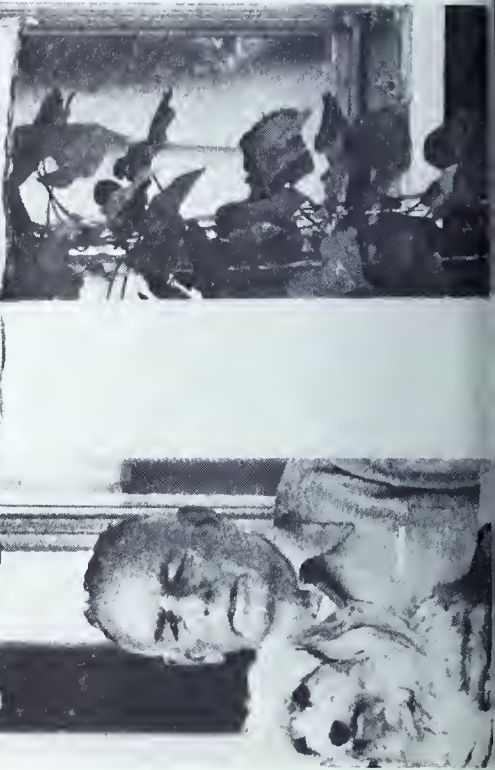
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photos: Niagara Street • Great Performances



FOR
SALE
8.2
CHEMICALS
you dig'em





Designed and produced by Studio K, Lancaster, Pa.



The Pennsylvania Public Television Network
169 West Chocolate Avenue
Hershey, Pennsylvania 17033

T 269/7.1
1981
C.2

Public Television Brings You The World ...Your World.

1981 Annual Report

STATE LIBRARY OF PENNSYLVANIA
DOCUMENTS SECTION



Pennsylvania Public Television Network Commission

Letter From The Chairman

During the 1980-81 fiscal year we have tried to look to the future and determine the role public broadcasting will play in the communications revolution of the '80's.

The challenge, as we see it, is to look ahead and adapt the total public broadcasting system to meet the changing educational, cultural, public service, industrial and economic needs of Pennsylvania. Our communications technology is changing so rapidly in fact, that what we are really talking about today is not public "broadcasting," but public telecommunications.

The possibilities for using a telecommunications system to meet a real public need are limitless. To explore this, PPTN under a planning grant from the National Telecommunications and Information Administration, began work this year on a study to determine the best ways to serve the needs of all Pennsylvanians through public telecommunication services. The study will focus on existing facilities throughout the Commonwealth to see how these telecommunications systems can be used most effectively throughout government and the independent and nonprofit sectors.

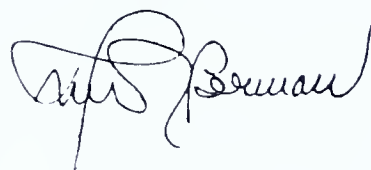
In another telecommunications area, PPTN and the Pennsylvania Department of Education are working together to investigate the possibility of broadening the instructional telecommunication services provided to the schools.

Looking ahead has also made us look back to evaluate more than a decade of service to our viewers. We are justifiably proud of the role public broadcasting has played in bringing Pennsylvanians the world — a world of music, drama, sports, public affairs and instruction for audiences of all ages and all interests.

And, our sophisticated telecommunications network has been enriched by working hand in hand with PPTN community service to reach out to people. Through outreach partnerships with private and public organizations, we are in touch with the community and hopefully attuned to its changing needs.

We believe that technology will shape our tomorrow. Building on PPTN's decade of experience and using our existing facilities and expertise, we feel that public television in the Commonwealth is in a good position to meet the needs of its citizens throughout the telecommunications revolution of the '80's.

Sincerely,



Philip I. Berman
Chairman



Cosmos



Soccer Made in Germany

Financial Report

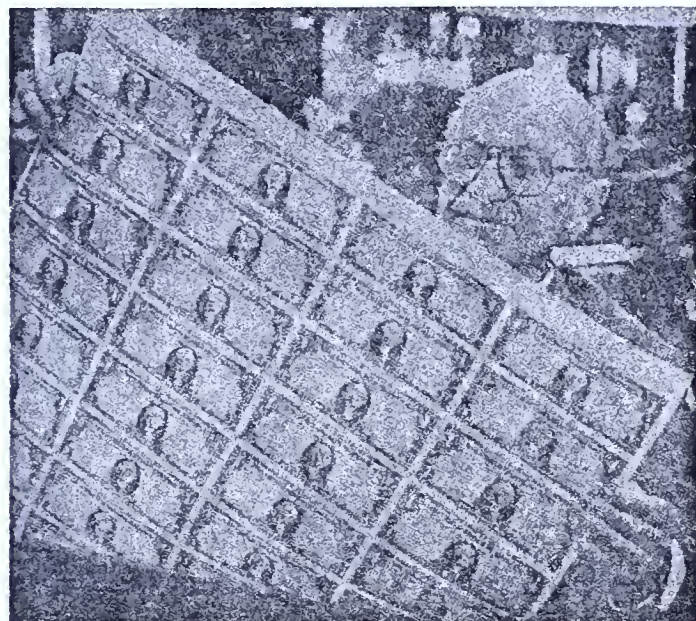
Fiscal Year Ended June 30, 1981

Operating Fund

Station Support	
General Operations	1,805,248
Capital Equipment & Facilities	314,358
Equipment Lease	341,144
Minority Training	149,100
Sub-Total	2,609,850
Networking	
Commission & Executive Office	226,514
Fiscal Office	169,998
Public Information	89,371
Engineering	1,318,481
Programming	145,786
Sub-Total	1,950,150
Total Operating Fund	4,560,000

Programming Fund

Station Support	
Program Acquisition Local Production	1,236,704
Promotion	88,959
Community Service	87,837
Sub-Total	1,413,500
Statewide Services	
Program Production	883,500
Program Promotion	75,000
Audience Research	25,000
Sub-Total	983,500
Total Programming Fund	2,397,000
Total Appropriation	6,957,000



Free to Choose

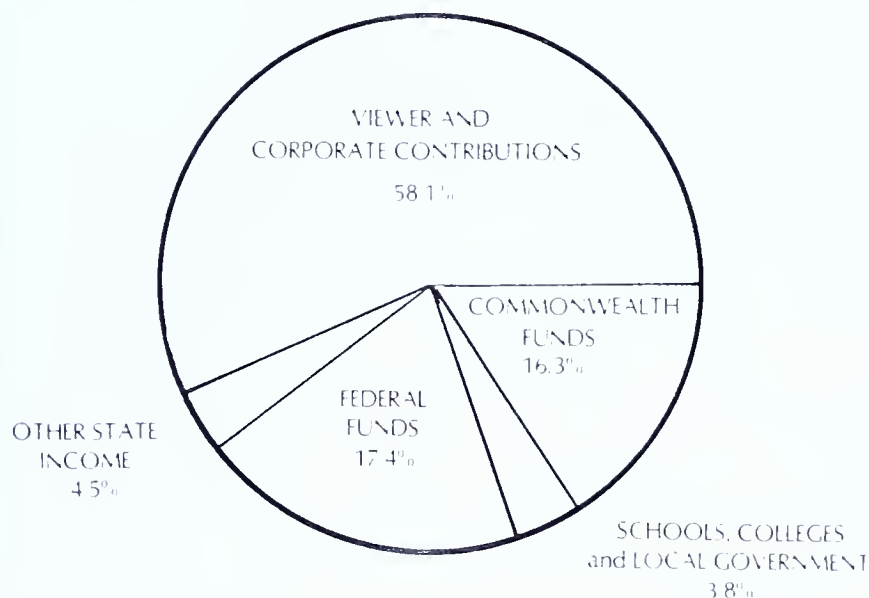
Sesame Street

Sneak Previews

Funding Sources

Funding for public television in Pennsylvania comes from a variety of sources. State funds are appropriated by the Pennsylvania General Assembly to the Pennsylvania Public Television Network Commission, which makes grants to stations for operations and programming. In 1980-81, Pennsylvania's grants to stations amounted to a little over \$5 million. Federal dollars from the Corporation for Public Broadcasting amounted to almost \$5.5 million. Business and industry contributed \$7.5 million and foundation grants provided approximately \$1 million. Members and subscribers contributed \$5.8 million and other local fund raising efforts brought in \$3.8 million. Universities, schools and local government provided \$1.2 million. Miscellaneous income was approximately \$1.4 million.

SOURCES OF STATION INCOME



Stations

WLVT-TV Channel 39

South Mountain Drive West
Bethlehem, PA 18015
Sheldon P. Siegel, President and General Manager

WQLN-TV Channel 54

Box 10
Erie, PA 16512
Robert J. Chitester, President

WITF-TV CHANNEL 33

Box Z
Hershey, PA 17033
Dr. Robert F. Larson, President and General Manager

WHYY-TV Channel 12

Independence Mall West
150 North Sixth Street
Philadelphia, PA 19106
Jim Karayn, President and General Manager

WQED-TV Channel 13

WQEX-TV Channel 16

4802 Fifth Avenue
Pittsburgh, PA 15213
Lloyd E. Kaiser, President

WVIA-TV Channel 44

The Public Broadcasting Center
Old Boston Road
Pittston, PA 18640
Dr. John E. Walsh, President and General Manager

WPSX-TV Channel 3

Wagner Annex
The Pennsylvania State University
University Park, PA 16802
David L. Phillips, Director of Telecommunications



Programs

Programming of significant national, statewide and local interest was available to Pennsylvania viewers through the services of the PPTN and the seven member stations. National programming is produced by PBS stations, including the seven Pennsylvania stations, and/or independent producers, and aired throughout the country. Statewide programming is produced by PPTN member stations, with funding in part from PPTN, and distributed only on the seven Pennsylvania stations.

This statewide programming reflects important local issues and concerns. Of particular interest this year were seven Pennsylvania Town Meetings produced by WPSX. These forums included a program on Pennsylvania's changing job picture; a series of debates between statewide candidates; and two "call-in" programs, which gave viewers an opportunity to question Governor Dick Thornburgh and four of Pennsylvania's most influential lawmakers. Viewers also could register their opinions and concerns during a one-hour "call-in" program, *Mainstreaming The Handicapped*, produced by WVIA and carried statewide. In addition, *On Trial*, a five-part series produced by member stations, examined Pennsylvania's justice system and the state's response to crime.

Special programs, produced by member stations, shared local cultural resources with other residents of the Commonwealth. In *John Kane: A Self Portrait*, WQED recreated the life of Pittsburgh painter, John Kane, one of America's greatest self-taught painters. *Profiles in Excellence*, produced by WPSX, featured the recipients of the Governor's Awards for Excellence in the Arts in Pennsylvania.

Popular series like *The People's Business*, a weekly report on state government produced by WQED, and WPSX's *Weather/World* and *TV Quarterbacks* also were broadcast statewide.

PPTN member stations continued to produce a variety of programs for national distribution. Among the favorites were WQED's award-winning program, *Once Upon A Classic*, and the ever-popular *National Geographic Specials*. Other innovative programming distributed nationwide included WITF's *The Natural History of The Water Closet*; WLVT's *On Call: Your Heart Health Quiz*; WHYY's series, *The Fabulous Philadelphians: From Ormandy to Muti*; and WQLN's song and dance special starring satirist Stan Freberg.

Public broadcasting has continued to bring Pennsylvanians the best programming available including *The MacNeil/Lehrer Report*, *Wall Street Week*, *Masterpiece Theatre*, *Nova*, *Over Easy*, *Great Performances*, *Cosmos*, *The Dick Cavett Show*, *The Shakespeare Plays* and *Free To Choose*.

As an educational resource, the member stations also provided instructional television programming to schools throughout the Commonwealth, and continued to offer a variety of college-level telecourses for advanced study. An open broadcast teleconference on teacher education and certification and a Pennsylvania Department of Education special education teleconference were among the in-service programming provided statewide during the year by PPTN and the member stations.

Audience Research

Who watches public television? And, how many people watch? Audience research statistics are encouraging. During March, 1981, A.C. Nielsen reported that over 56 million households (72.7% of all American television-owning families) watched public television, with the average home tuning in for a little over nine and one-half hours during the month. Over half of all TV households, about 41 million families, tune to public television on a weekly basis.

This audience represents a broad spectrum of the nation's demographic profile. Over 60% of the households viewing public television are headed by a person with a high school education or less, and 37% of homes watching public television earn less than \$15,000 a year. In the March study, Nielsen determined that 11% of the families watching public television were members of a racial minority, which represents 12% of the total population. Now, more than ever, the public television audience almost exactly mirrors the demographic profile of the country as a whole.

Network Operations

Since its inauguration in 1971 as the first network control center in the nation to utilize fully automated switching and signal routing, the PPTN Network Operating Center has served to increase stations' access to programming in other areas of the country and to reduce the high cost of television broadcasting by consolidating equipment usage and coordinating broadcast schedules.

The Operating Center's battery of eight two-inch video recorders and two 16mm film projectors process over 60 programs per day to serve the viewing needs of Pennsylvanians. This activity represents a major cost saving to the Pennsylvania public television system because, through the use of PPTN facilities, one central recording of a program can be made and stations can coordinate their broadcast schedules to allow one playback to serve the needs of multiple stations.

Presently, some 1600 miles of microwave links provide a live interconnection between the Network Operating Center in Hershey and the seven public television stations. This year, PPTN Technical Operations maximized cost effectiveness by signing a five-year renewal of the present microwave service with no increase in cost over the original 1969 agreement.

PPTN Commission Officers

Chairman
Mr. Philip I. Berman
Chairman of the Board
Hess's of Allentown
Allentown

Vice Chairman
Dr. John O. Hershey
Chairman of the Board and
President
Milton Hershey School
Hershey
(Served to November 1981)

Vice Chairman
Mr. Louis I. Pollock
President, Morris Coupling
Company
Erie
Elected December 1981

Mrs. Diana Rose
Chairman, Penna. Council on
the Arts
Pittsburgh

Honorable Robert G. Scanlon
Secretary, Penna. Department
of Education
Harrisburg

Mr. Sheldon P. Siegel
President and General
Manager, WLVT-TV
Bethlehem
Term began January 1981

Honorable Mark S. Singel
Senate of Pennsylvania
Harrisburg
Term began March 1981

Honorable Richard A. Snyder
Senate of Pennsylvania
Harrisburg

Dr. Gerald J. Specter
Executive Vice President
Penna. Health Care
Association
Harrisburg

Honorable David W. Sweet
House of Representatives
Harrisburg

Mr. Donald H. Tollerison
Sports Director, WPVI-TV
Philadelphia

Mr. Frank A. Ursomarso
Kennett Square
Served to November 1981

Dr. Albert C. Van Dusen
Vice-Chancellor Emeritus and
Professor, University of
Pittsburgh
Pittsburgh
Term began October 1981

Ms. Ann Witmer
Director, Bureau of Press
and Communications
Penna. Department of
Education
Harrisburg

Members

Mr. Andrew M. Bradley, CPA
Harrisburg

Mr. Donald Y. Clem
President, McConway & Torley
Corporation
Pittsburgh
(Served to October 1981)

Honorable W. Louis Coppersmith
Senate of Pennsylvania
Harrisburg
(Served to December 1980)

Dr. Helen B. Craig
Research Coordinator, Western
Penna. School for the Deaf
Pittsburgh

Mr. Eugene M. Dougherty
President, Kleen Vending
Company
McAdoo

Mr. Marlowe Froke
General Manager, University
Div. of Learning and Tele-
communications Services, The
Pennsylvania State University
University Park

Mrs. Lois Lehrman Grass
Harrisburg
Term began November 1981

Joseph D. Hughes, Esq.
Pittsburgh

Mr. Philip Klein
Philadelphia

Mr. Frederick E. Leuschner
Assistant Executive Director for
Communications, Penna. State
Education Association
Harrisburg

Honorable Harold F. Mowery, Jr.
House of Representatives
Harrisburg

Dr. Herman Niebuhr, Jr.
Associate Vice President
Temple University
Philadelphia

Mr. David L. Phillips
Director of
Telecommunications
The Pennsylvania State
University
University Park
Served to December 1980

Advisory Members (Nonvoting)

STAFF

Mr. H. Sheldon Parker, Jr.
Secretary-Treasurer and
Chief Executive Officer
Penna. Public Television
Network
Hershey

LEGAL COUNSEL

Joel M. Ressler, Esq.
Deputy Attorney General
Penna. Department of Justice
Harrisburg

Terry W. Lazin, Esq.
Deputy General Counsel
Office of General Counsel
Harrisburg

COMPTROLLER

Mr. Ronald W. Blough
Comptroller
Penna. Department of
Education
Harrisburg

Staff

Executive Office

General Manager
Assistant General Manager
Assistant to the General Manager
Administrative Secretary
Clerk-Typist Receptionist

H. Sheldon Parker, J
Richard A. Jones
Kathleen H. Armstr
Violet A. Shoemake
Constance R. Crowc

Fiscal Office

Director of Fiscal Affairs
Fiscal Assistant
Office Services Assistant

Rose Letever
Lorraine McCorkel
Vincent C. Viozzi

Community Relations

Director of Community Relations

Joan D. Autiero

Program Operations

Director of Programming Operations
ITV Manager Administrative Assistant
PTV Manager
Facilities Coordinator ITV Assistant
Secretary PTV Assistant

G. Robert Gibson
Marianne Principe
Gary L. Schlegel
Patrick W. McDonald
Denise Huntzinger

Operations Center

Director of Engineering Operations
Duty Supervisors

Larry J. Messenger
Richard E. Kaelberer
Ronnie A. Smith
Robert E. Swank

Technicians

Paul E. Borusky
Robert K. Boulware
Marlin E. Hobough
Lewis R. Keiffer, Jr.
James H. Mears
Dale F. Stough
Jocelyn M. Wadley

39 WOLN 54 WITF 33 WHY 12 WOED 13
WHYY 12 WOED 13 WVIA 44 WPSX 3 WLV
A 44 WPSX 3 WLVT 39 WOLN 54 WITF 33
WOLN 54 WITF 33 WHY 12 WOED 13 WLV

PENNSYLVANIA PUBLIC TELEVISION NETWORK COMMISSION



MASTERPIECE THEATRE • NOVA • LIVE FROM THE SHAKESPEARE PLAYS • PHILADELPHIA FOR AMERICAN PLAYHOUSE • TONY BROWN'S JOURNALS • THE MACNEIL-LEHRER REPORT • SURVIVAL • M

WLVT-TV Channel 39

Mountain Drive
Bethlehem, PA 18015
Sheldon P. Siegel
President and General Manager

WQLN-TV Channel 54

Box 10
Erie, PA 16512
Robert J. Chlester
President

WTF-TV Channel 33

Box 2954
Harrisburg, PA 17105
Dr. Robert F. Larson
President and General Manager

WHYY-TV Channel 12

Independence Mall West
150 North Sixth Street
Philadelphia, PA 19106
Jim Karayn
President and General Manager

WGED-TV Channel 13

WGEX-TV Channel 16
4802 Fifth Avenue
Pittsburgh, PA 15213
Lloyd E. Kaiser
President

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The Public Broadcasting Center
Old Boston Road
Pittston, PA 18640
Dr. John E. Walsh
President and General Manager

WPSX-TV Channel 3

Wagner Annex
The Pennsylvania State University
University Park, PA 16802
David L. Phillips
Director of Telecommunications

Every change is an opportunity. Public broadcasting has used this year of change to explore new areas of telecommunications and consider new sources of revenue.

The year has been marked by dramatic cutbacks in federal funding and rapid changes in the ever-expanding field of telecommunications.

To keep pace with these changing times, the Pennsylvania Public Television Network Commission (PPTNC) backed legislation in the Pennsylvania General Assembly asking that PPTN be allowed to enter the telecommunications era. The legislation, if passed, would lift restrictions that substantially limit PPTN's activities to public television, and allow the network to offer public radio and other telecommunications services to the citizens of Pennsylvania.

PPTN in June also completed a major planning study, *Public Telecommunications in Pennsylvania*. Governor Dick Thornburgh named PPTN as the lead agency in this study, which was a first step toward more effective and comprehensive use of public telecommunications throughout state government, and the independent and nonprofit sectors.

During the year, a number of new initiatives were introduced to explore additional sources of revenue for public broadcasting.

Three PPTN member stations, WQLN, WHYY and WGED, are among ten public television stations participating in a nationwide experiment to test limited commercial advertising on public broadcasting. The experiment was mandated by Congress to explore ways to

compensate for dwindling federal funding. Definitive results from this experiment will not be available until late 1983.

PPTN member stations also generated additional revenue through PBS's innovative Adult Learning Service, which this year offered college credit to 50,800 viewers nationwide through 555 participating colleges and universities.

Programming on public television continued to entertain and inform. And during the past year, PPTN funding assisted stations in the production of approximately 775 hours of local programming. Almost a third of these funds were used to produce public affairs programming that focused on local and statewide issues.

A highlight of this year's public affairs programming

CHAIRMAN'S LETTER

THE MET • SESAME STREET • AUSTIN CITY LIMITS
ROCK FESTIVAL • NATIONAL GEOGRAPHIC SPECIAL
ANAL • WATER IN PENNSYLVANIA • SOUNDSTAGE
MOVIES B.T. • MORNING STAR • THE RIVER FLOW

was WITF's new statewide series, **Pro-Con**, which won national recognition and excellent reviews.

To remind us of the role public broadcasting can play in the community, more than 100 action-oriented task forces were organized in Southwestern Pennsylvania to fight teenage drug and alcohol abuse as a result of **The Chemical People** programming and community outreach. **The Chemical People** series of nine prime-time television programs was produced by WQED in association with the Coalition for Addictive Diseases in Southwest Pennsylvania.

This Annual Report details the progress of public television in Pennsylvania during a year of change and challenge and looks to the future direction of public broadcasting in the state.

One of PPTN's proudest accomplishments this year was to serve as lead agency for the first comprehensive study of opportunities for increased use and future expansion of public telecommunications within the Commonwealth.

Trying to assess a state's entire communications capability was a complex, and sometimes elusive, task. But it was clear from the beginning, that unless an assessment were begun, unless the first steps were taken, Pennsylvania would be unprepared to take advantage of available and anticipated communications technology in the rapidly developing information society.

Many persons and organizations generously contributed their time and talents to make the report, *Public Telecommunications in Pennsylvania*, a reality. We extend our sincere appreciation to each of them, and offer particular thanks to the Intra-Agency Committee on Telecommunications for their dedicated help and able direction.

We believe that this landmark survey of Pennsylvania's public telecommunications capabilities was extraordinarily successful in identifying critical needs that must be addressed by the Commonwealth.

Looking to the future, we must develop a consensus on the scale and scope of technological developments as they apply to our social/

political system, our human resources system, and our economic system.

The PPTN Commission is committed to making Pennsylvania a leader in the area of public telecommunications, and will continue to fulfill its role in providing counsel on future uses of telecommunications technology in the Commonwealth.

We have taken the first steps. Now we must continue to look to the future and plan accordingly.

Sincerely,



Philip I. Berman, Chairman

PROGRAM SERVICES

There are three major program services provided by the Pennsylvania Public Television Network: Programming — statewide distribution of programming, and grants for the production and acquisition of local, state and national programs; Promotion — letting the public know what's on public television; and Community Service — the use of public television to help Pennsylvanians solve problems.

Public television put viewers front and center to enjoy a dazzling array of music, drama and dance.

Live From the Met presented a series of star-studded operas, including "Rigoletto" with world-famous tenor Luciano Pavarotti. Later in the season, opera fans were able to step behind the scenes to watch Pavarotti work with winners of his unique voice competition in an exquisite presentation of Puccini's "La Boheme." Many joined

internationally-acclaimed tenor Plácido Domingo as he conducted a master class on WHY's telecast from the Philadelphia College of the Performing Arts.

In Bernstein/Beethoven, Leonard Bernstein conducted the Vienna Philharmonic in performances of each of Beethoven's nine symphonies. Concert violinist Itzhak Perlman performed "Live From Lincoln Center."

Top talent from today's music scene — jazz, rock, folk, and rhythm and blues — performed in concert on **Soundstage.** Superstars Emmylou Harris and Kris Kristofferson brought their talents to **Austin City Limits.** Merle Haggard starred in a rousing finale to this season's **In Performance at the White House.**

The Shakespeare Plays aired one of the most popu-

From left: Brideshead Revisited; Leonard Bernstein's Mass, A Theatre Piece For Singers, Players and Dancers; the Vienna Choir Boys on Great Performances; Stravinsky's "Firebird" by the Dance Theatre of Harlem on Kennedy Center Tonight





lar comedies in the English language, "A Midsummer Night's Dream," as its 20th production in a six-year series that will eventually present all 37 of Shakespeare's plays. "Othello" was another of this year's stellar productions.

Masterpiece Theatre opened its second decade on public television with Nevil Shute's best-seller, "A Town Called Alice," and continued

to break viewing records with presentations like "Flame Trees of Thika," one of PBS's most highly rated programs.

Outstanding local productions included WHYY's **Philadelphia Folk Festival**, celebrating the sound and spirit of the most prestigious and best-known folk music festival of its kind, and WHYY's **Three One Act Plays**, which won the Corporation for

Public Broadcasting drama award for local programming. WVIA brought viewers statewide a live telecast of the Northeastern Pennsylvania Philharmonic's world premiere of the concert opera, **The River Flows**, by Richard Wargo. WPSX's **A Tribute to Lincoln** observed Lincoln's birthday with a live telecast of Aaron Copeland's "Lincoln Portrait" and other symphonic works performed by The Pennsylvania State University Symphony Orchestra.



The sweeping saga of the history of life unfolded for public television viewers this season on WOQLN's 13-part documentary, **Life on Earth**, which traced life as it evolved from the first simple organisms that appeared in the sea three and a half billion years ago to the wonderful array of complex animals that share the world with us today. "Visually splendid" describes it best. WOQLN's **National Geographic Specials** reached

new heights as public television's highest-rated, most-honored series. Highlights of this season included: "The Sharks," "Egypt: Quest for Eternity," "The Invisible World," "Etosha: Place of Dry Water," and "Gorilla."

Survival Specials filmed animals living in their natural habitat and treated television viewers to a rare close-up visit with penguins during their breeding cycle on one of the world's few remaining unspoiled seabird sanctuaries, the uninhabited island of Steeple Jason in the Falkland Islands.

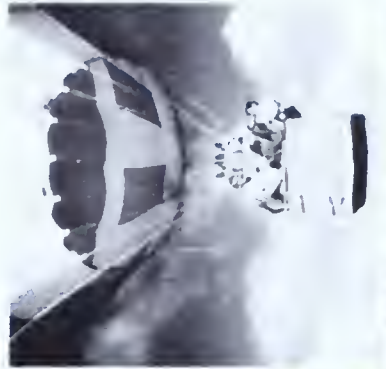
From left: Captain Jacques Cousteau of Cousteau Odyssey; National Geographic Specials, "The Sharks" and "Gorilla"; Nova "Why America Burns"; Life on Earth, top, a harp seal, bottom, terns at Heron Island; Survival Specials, top left, "Secrets of the African Baobab," top right, "Balloon Safari," bottom, "We Live With Elephants."



Each week
Nova continued to
explore the impact of
science on our daily lives,
reporting on such wide-
ranging subjects as com-
puters and privacy, the anat-
omy of a volcano, genetic
engineering and the centuries-
old art of violin making.

Outstanding local produc-
tions included WTVT's
Morning Star, an in-depth

look at the
customs and
practices of the
early Moravian
Church and its central
role in the development of
Bethlehem as "America's
Christmas City."



In its premiere season, **Pro-Con**, Pennsylvania's monthly public affairs series produced by WTTG, won excellent reviews and the Corporation for Public Broadcasting Local Public Affairs Programming Award for its coverage of the abortion issue in Pennsylvania. **Pro-Con's** unusual format combining advocacy documentaries with live debate gave viewers an in-depth, balanced look at eight timely issues. Some of the contro-

versial issues examined on **Pro-Con** were: Unions in Schools, Abortion, Gun Control, Prisons and Parole, State Stores and No-fault Insurance.

The People's Business, produced by WQED, kept viewers informed with its weekly state capital news wrap-up. Special public affairs programs included "The Governor's Budget and State of the Common-

wealth Message" and "The Democratic Reply to the Governor's Budget Message."

Public television stations nationwide also worked closely with the League of Women Voters to encourage public discussion on the workings of government in conjunction with the telecast of **The Regulators: Our Invisible Government**, presented by WVIA.

Outstanding local productions included WQLN's **Water in Pennsylvania**, which examined the future of one of Pennsylvania's most essential resources; WPSX's **Made in Brazil, Sold in Pennsylvania**, which looked at the impact of changing trade on Pennsylvania industry; and WPSX's **State of the Weather/Shape of the World**, one of the oldest daily public

From left: Charlayne Hunter-Gault, moderator of Pro-Con; Jim Bashline, host of Water in Pennsylvania; Nancy Johnson covers a hearing for The People's Business; top, Robert MacNeil and Jim Lehrer of The MacNeil-Lehrer Report; bottom, E.G. Marshall, host of The Regulators; Our Invisible Government; Mark Russell Comedy Specials; Tony Brown of Tony Brown's Journal.



affairs programs in public broadcasting. Nationally viewers continued to watch public television for the best in public affairs programming with **The MacNeil-Lehrer Report**, **Tony Brown's Journal**, **Wall Street Week**, **Non-Fiction Television** and **Washington Week in Review**, the longest-running program on public television.



Sports fans watched world-class competition on public television with **World Cup Soccer** and the ever-popular **Soccer Made in Germany**. In national collegiate sports, **Takedown and Pin** brought viewers the best in dual meets and invitational tournaments, plus half-time wrestling clinics.

Locally, WLVT provided fans with play-by-play coverage of Lehigh University Wrestling. **TV Quarterbacks** and **Inside Basketball**, produced by WPSX, provided Penn State football and basketball fans with team strategy and game highlights.

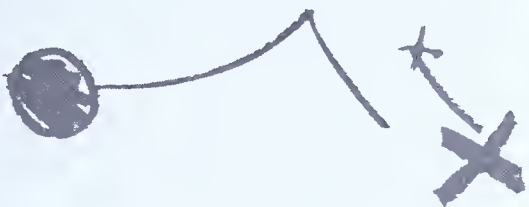
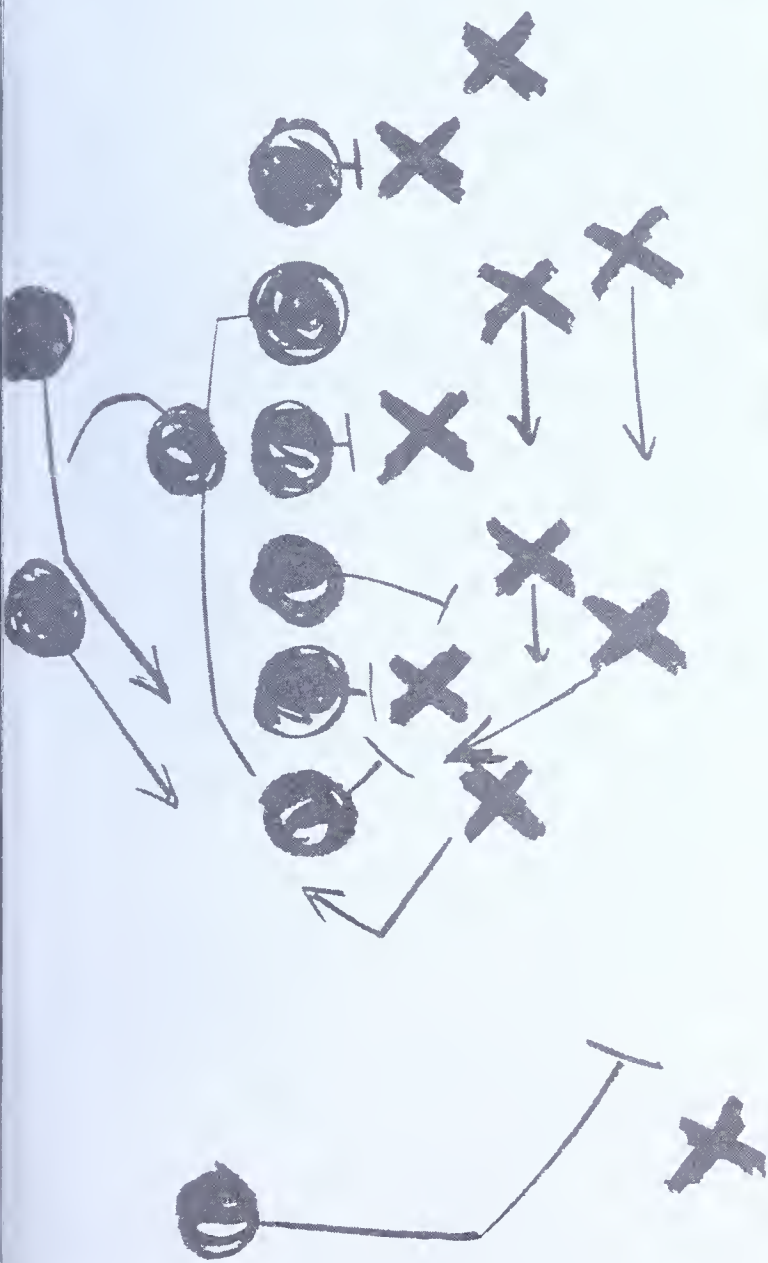
Vic Braden's Tennis for the Future offered tennis fans the most sought-after instructor in America with his top strategy and winning advice: "Loosen up, have fun. Laugh and win." And, a new series, **Nu-mero Uno**, profiled 13 sports legends from around the world, heroes like Jean-

From left: Coach Joe Paterno on TV Quarterbacks; top, Eastern Intercollegiate Wrestling Championships; bottom, Everest in Winter; An Evening of Championship Skating; top, Hot Shots; bottom, Roger Bannister on Numero Uno; Jean-Claude Killy on Numero Uno.





Claude Killy, France's triple gold medal winner in Alpine skiing, and Klaus Dibiasi of Italy, who won the men's platform diving gold medal in three successive Olympics. The series focused on the common bond among these athletes: the intangible desire to win.



U
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Nationwide this year more than 50,800 students participated in PBS's new Adult Learning Service, with college credit arranged through 555 colleges and universities in 47 states. Telecourses offered a variety of subjects from "American Government Survey" to "Understanding Human Behavior."

Adults also gave high marks to programs like **Last Chance Garage**, **The Money-makers**, **This Old House** and **The Woodwright's Shop** for their skillful blend of information and entertainment.

For the younger set, audience research tells us that over 80% of households with children tuned to public television's children's programming for favorites like **Sesame Street**, **The Electric Company**, **3-2-1 Contact**, **Once Upon a Classic** and **Mister Rogers' Neighborhood**.

In Pennsylvania, the Instructional Television (ITV) package offered to schools included 89 different weekly

series. This year, PPTN originated 67% of this instructional programming and, next year, PPTN Program Operations expects to provide up to 80% of the instructional programming for Pennsylvania's schools.

ITV programming is supported in several ways. Schools receiving the service help to pay for it according to the number of students served. In return, each

From left: *Once Upon a Classic*; *Sesame Street*; *Last Chance Garage*; top, *The Woodwright's Shop*; center, *The Righteous Apples*; bottom, *Mister Rogers' Neighborhood*; *The Electric Company*.



cat

dog

school receives curriculum materials and instructions on how to use them. The Department of Education helps by acquiring programs for ITV use, and PPTN relays the programs from Network

headquarters to each station. One of the most popular ITV series, **What's in the News**, a current events program for grades 4-6, is produced by WPSX for national distribution to schools.



Robert Oppenheimer
John Huston
Bill Moyer
William Hurt
James Van Der Beek

"I was constantly astonished by the extraordinary dreams of ordinary people." Studs Terkel, author of "Working," a celebration of America's working people, talks about his book which was adapted into a musical and presented on **American Playhouse**,

public television's new weekly series of dramas, comedies, musicals and adaptations of important stage productions.

Public television continued to give viewers insight into others' lives with pro-

gramming like **We Dig Coal**, which focused on three women miners, their struggle to get hired, and their day-to-day lives working in the mines.

WQLN's **Pennsylvania Outdoor Profiles** told the story of seven outdoor pro-

From left: top and bottom, scenes from programs one and two of **Pennsylvania Outdoor Profiles**; "Oppenheimer," an **American Playhouse** series dramatizing the life and work of J. Robert Oppenheimer; **We Dig Coal**: A **Portrait of Three Women**; Director John Huston (left) and Bill Moyer; a scene from **Mahler**, a feature-length film on the composer.



professionals who have made their favorite hobbies or sports their careers. In **Profiles in Excellence 1982**, WPSX profiled the winners of the Governor's Awards for Excellence in the Arts in Pennsylvania. This year's winners included PPTN

Commission Chairman Philip Berman and his wife, Muriel, who were honored for service to the arts, and TV "neighbor" Fred Rogers, who received the award for media arts.



Public television is acutely aware of its close ties to the community and its commitment to serve that community.

Community service works in two ways. First, it forms a partnership with public and private organizations interested in the subject of a particular television program. These organizations then form an advisory group to help plan, promote and follow through on the television program. Second, it allows viewers the opportunity to do something about what they see, through telephone call-ins or community follow-through.

From left: local and statewide election night coverage; Kids Today; The People's Business, Pennsylvania's weekly Capitol report.

An outstanding example of public television's role in the community was a nine-part series, **The Chemical People**, produced by WQED in association with the Coalition for Addictive Diseases in Southwest Pennsylvania. **The Chemical People** launched a major community outreach effort against teenage drug and alcohol abuse. As a result of the programming and community out-

reach, more than 12,000 people attended Chemical People town meetings in 12 Southwestern Pennsylvania counties and 102 action-oriented task forces were formed to combat local teenage drug and alcohol abuse. Another program, **Kids Today**, produced by WPSX with funding by the Pennsylvania Department of Public Welfare, used a statewide teleconference to focus atten-



tion on the needs of Pennsylvania's three million kids. **Kids Today** profiled four young people who had found help in their communities; invited questions from studio audiences in

Pittsburgh, State College and Allentown; and provided resource information for viewers statewide.



To give Pennsylvanians a direct line to government, **The People's Business**, Pennsylvania's weekly Capitol report produced by WQED, telecast two live call-in specials,

"Call the Governor" and "Ask the Legislature." These programs gave citizens an opportunity to question the governor and key legislative leaders.

As a continuing commu-

nity service, WLVT telecast local and statewide election returns for the 27th consecutive election night, and in cooperation with the League of Women Voters, produced local candidates TV debates.



OPERATIONS

Presently some 1600 miles of microwave links provide a two-way interconnection between the Network Operations Center in Hershey and the seven public television stations. This network interconnection allows for the cost-effective central recording of many programs for coordinated broadcast on member stations.

In September, the PPTN Commission took advantage of this two-way video and

audio interconnection to hold its first meeting by teleconference. The teleconference proved to be so successful that the Commission voted to hold a second meeting by teleconference in March.

In June, the Commission approved the purchase of a new satellite receiving dish for PPTN to replace the satellite dish shared with WITF prior to its move to Harrisburg. The relocation of WITF and its network connection to Harrisburg opens up the possibility of direct access to the Capital complex for the Pennsylvania Public Television Network through an interconnection between WITF and the Department of Education.

For the second consecutive year, PPTN's Network Operations Center originated a nationwide preview of Instructional Television (ITV) programming. This preview helped ITV directors and curriculum personnel in school districts across the country decide on ITV programming for the 1982-83 school year.

In addition to supporting regular program operations, PPTN operational funds have been used since 1972 to train minorities and women for careers in broadcasting through special affirmative action training grants.

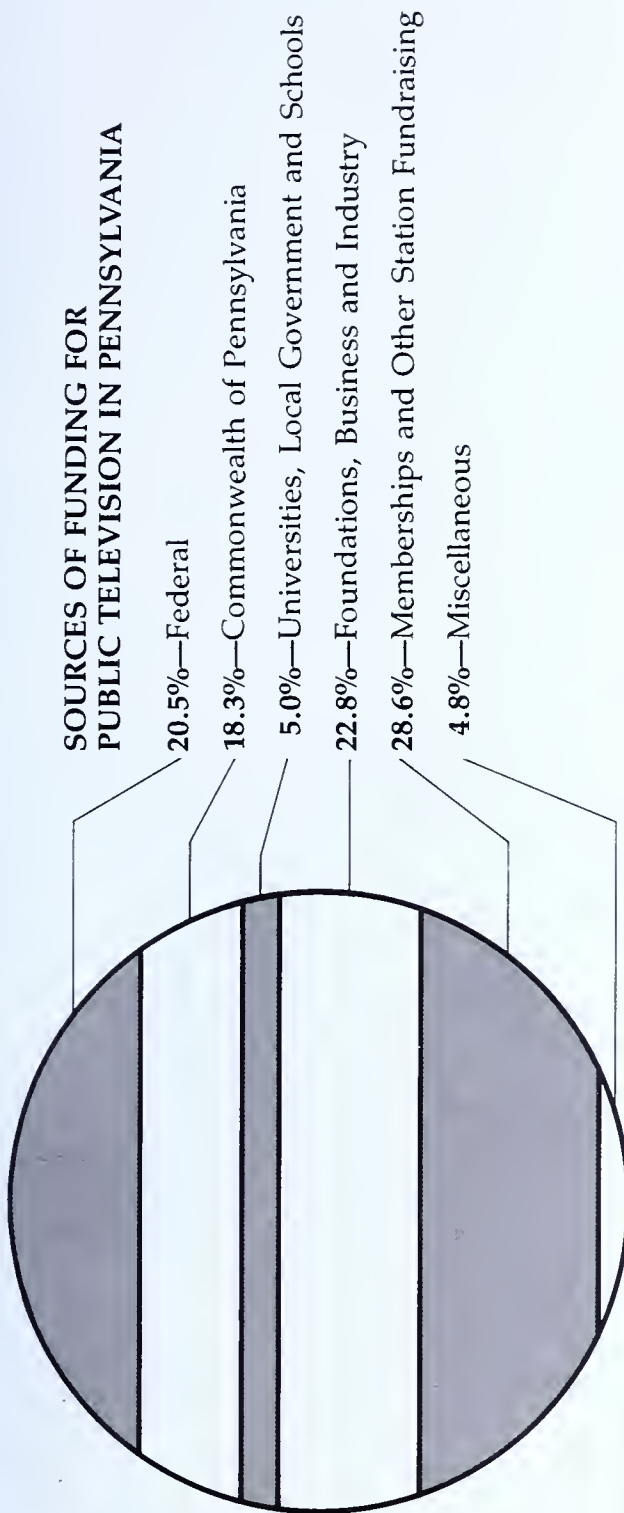
Microwave antennas



FINANCES

(Fiscal Year Ended
June 30, 1982)

SOURCES OF FUNDING FOR PUBLIC TELEVISION IN PENNSYLVANIA



OPERATING FUND

STATION SUPPORT	
General Operations	\$1,703,170
Capital Equipment & Facilities	244,282
Equipment Lease	455,718
Minority Training	149,100
Sub-Total	\$2,552,270

NETWORKING

Commission & Executive Office	227,392
Fiscal Office	142,678
Public Relations	42,220
Engineering	1,332,165
Programming	160,255
Sub-Total	\$1,904,710
Total Operating Fund	\$4,456,980

PROGRAMMING FUND

STATION SUPPORT	
Program Acquisition/Local Production	1,247,876
Promotion	77,787
Community Service	87,837
Sub-Total	\$1,413,500

STATEWIDE SERVICES

Program Production	859,530
Program Promotion	75,000
Audience Research	25,000
Sub-Total	\$ 959,530
Total Programming Fund	\$2,373,030
Total Appropriation	\$6,830,010

COMMISSION

COMMISSION OFFICERS

Chairman

Mr. Philip I. Berman
Chairman of the Board
Hess's of Allentown
Allentown

Vice Chairman

Mr. Louis I. Pollock
President, Morris Coupling
Company
Erie

COMMISSION MEMBERS

Mr. Andrew M. Bradley, CPA
Harrisburg

Dr. Helen B. Craig
Research Coordinator, Western
Pennsylvania School for the Deaf
Pittsburgh

Mr. Eugene M. Dougherty
President, Kleen Vending Company
McAdoo

Mr. Marlowe Froke
General Manager, University
Division of Learning and
Telecommunications Services,
The Pennsylvania State University
University Park

Mrs. Lois Lehman Grass
Harrisburg

Joseph D. Hughes, Esq.
Pittsburgh

Mr. Philip Klein
Philadelphia
(Deceased)

Mr. Frederick E. Leuschner
Assistant Executive Director for
Communications, Pennsylvania
State Education Association
Harrisburg

The Honorable Harold F.
Mowery, Jr.
House of Representatives
Harrisburg

Dr. Herman Niebuhr, Jr.
Associate Vice President, Temple
University
Philadelphia

Mrs. Diana Rose
Chairman, Pennsylvania Council
on the Arts
Pittsburgh

The Honorable Robert
G. Scanlon
Secretary, Pennsylvania
Department of Education
Harrisburg

Mr. Sheldon P. Siegel
President and General Manager,
WLVT-TV
Allentown/Bethlehem

The Honorable Mark S. Singel
Senate of Pennsylvania
Harrisburg

The Honorable Richard

A. Snyder
Senate of Pennsylvania
Harrisburg

Dr. Gerald J. Specter
Executive Vice President,
Pennsylvania Health Care
Association
Camp Hill

The Honorable David W. Sweet
House of Representatives
Harrisburg

Mr. Donald H. Tollefson
Sports Director, WPVI-TV
Philadelphia

Dr. Albert C. Van Dusen
Vice Chancellor Emeritus and
Professor, University of Pittsburgh
Pittsburgh

Ms. Ann Witmer
Director, Bureau of Press and
Communications, Pennsylvania
Department of Education
Harrisburg

ADVISORY MEMBERS (Nonvoting)

Staff

Mr. H. Sheldon Parker, Jr.
Secretary-Treasurer and Chief
Executive Officer, Pennsylvania
Public Television Network
Hershey

Legal Counsel

Terry W. Lazin, Esq.
Deputy General Counsel, Office of
General Counsel
Harrisburg

Comptroller

Mr. Ronald W. Blough
Comptroller, Pennsylvania
Department of Education
Harrisburg

STAFF

EXECUTIVE OFFICE

H. Sheldon Parker, Jr.
General Manager

Richard A. Jones
Assistant General Manager

Kathleen H. Armstrong
Assistant to the General
Manager

Violet A. Shoemaker
Administrative Secretary

Constance R. Crowder
Clerk-Typist/Receptionist

FISCAL OFFICE

Rose Lefever
Director of Fiscal Affairs

Lorraine McCorkel
Fiscal Assistant

Vincent C. Viozzi
Office Services Assistant

COMMUNITY RELATIONS

Joan D. Aufiero
Director of Community
Relations

PROGRAM OPERATIONS

G. Robert Gibson
Director of Programming
Operations

Marianne Principe
ITV Manager/Administrative
Assistant

Gary L. Schlegel
PTV Manager

Patrick W. McDonald
Facilities Coordinator/ITV
Assistant

Winifred T. Maguire
Secretary/PTV Assistant

OPERATIONS CENTER

Larry J. Messenger
Director of Technical
Operations

Richard E. Kaelberer

Ronnie A. Smith

Robert E. Swank

Assistant Directors/Technical
Operations

TECHNICIANS

Paul E. Borusky

Robert K. Boulware

Marlin E. Hobaugh

Lewis R. Keiffer Jr.

James H. Mears

Dale F. Stough

Jocelyn M. Wadley

WHYY 12 WOED 13 WVIA 44 WPSX 3 WLVT
A 44 WPSX 3 WLVT 39 WOIN 54 WITF 33
WOIN 54 WITF 33 WHYY 12 WOED 13 WVIA
YY 12 WOED 13 WVIA 44 WPSX 3 WLVT 39

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15th
Anniversary

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PPIN

1983
ANNUAL
REPORT

Pennsylvania Public Television Network Stations

WLVT-TV Channel 39

Mountain Drive
Bethlehem, PA 18015
Sheldon P. Siegel
President and General Manager

WQLN-TV Channel 54

8425 Peach Street
Erie, PA 16509
Robert B. Clark
Vice President and General Manager

WITF-TV Channel 33

Box 2954
Harrisburg, PA 17105
Dr. Robert F. Larson
President and General Manager

WHYY-TV Channel 12

Independence Mall West
150 North Sixth Street
Philadelphia, PA 19106
Jim Karayn
President and General Manager

WQED-TV Channel 13**WQEX-TV Channel 16**

4802 Fifth Avenue
Pittsburgh, PA 15213
Lloyd E. Kaiser
President

WVIATV Channel 44

The Public Broadcasting Center
Old Boston Road
Pittston, PA 18640
Dr. John E. Walsh
President and General Manager

WPSX-TV Channel 3

Wagner Annex
The Pennsylvania State University
University Park, PA 16802
David L. Phillips
Director of Telecommunications

Chairman's Letter

When I look back over my fifteen years with the Pennsylvania Public Television Network Commission, I distinctly recall Governor Raymond Shafer telling me that the creation of this Commission was one of the highlights of his four-year term of office.

When I was asked to serve on the citizen's committee that recommended creation of a commission, I remember accepting rather quickly, because I felt this was an opportunity to take what was being done at the individual public television stations in Pennsylvania and—with the support of the administration and the legislature—to create a really successful and innovative statewide public television system. That is exactly what has happened.

Originally, of course, instructional television was what we were all about. The community and cultural programming was peripheral.

But, over the years, I've been surprised at the slowness with which the educational system has used public television's technology. There was always interest in improving educational content. And, public television certainly was a technology that could take the best programs, and the best teachers, and make them available to the most students at the least possible cost. But, the accent seemed to go instead in the direction of community and cultural programming.

Because I believe in living out the peaks and valleys of good ideas, I feel that instructional television is still as vital as ever—perhaps more so. And, with the new nationwide emphasis on quality teaching, the original educational mission of public television may now suddenly unfold as a newfound element in the delivery of superior education. You know, the best product at the cheapest price is never lost on the American scene—just delayed at times.

Looking back over the past fifteen years, my greatest feeling of accomplishment is in the quality of public television's community and cultural programming. Frankly, I would call it a near miracle.

Looking ahead, the future is telecommunications—and public television is a basic element of the telecommunications era. The PPTN Commission looks forward to working with state government and the independent and nonprofit sectors to coordinate, advise, advocate and assist in the development of Commonwealth telecommunications policy, planning and activities.

Sincerely,



Philip I. Berman, Chairman

Overview

This is the fifteenth anniversary of the Pennsylvania Public Television Network Commission. The time—1968 to 1983—spans the unpredictable early years of the telecommunications era, and has been marked by the Commission's remarkable foresight and continuing commitment to public service.

The Pennsylvania Public Television Network Commission was formed by the Commonwealth in November, 1968, to encourage the creation of a dynamic, free and effective public television service for the citizens of Pennsylvania.

To meet this challenge, the Commission acted quickly, and within six months put an interim Pennsylvania Public Television Network (PPTN) into operation.

PPTN's interim network served the seven Pennsylvania public television stations with a limited one-way feed until 1971, when PPTN began its sophisticated, two-way, 1600-mile microwave service from the Network Operations Center in Hershey. The microwave interconnection was capable of providing feeds to and from each station, national and regional program distribution, repeat and delay broadcasts, and the sharing of programs on a one-to-one and one-to-multiple basis.

The microwave interconnection also gave 96% of the people in Pennsylvania access to public television, and when the disastrous flood struck in 1972, allowed PPTN to demonstrate its value as the only emergency TV system with instant access to almost every citizen in the Commonwealth. Through PPTN and the member stations, the governor and other state officials were able to

communicate vital information to flood victims literally cut off from the rest of the state.

Other advantages of the statewide public TV interconnection have been ably demonstrated over the years. When PPTN "went live" to answer people's questions during the 1977 swine flu scare, for example, more than 50,000 calls were phoned in to health experts on hand to answer questions from viewers across the state.

With the network in place, the Commission next conducted a statewide survey to find out what people would like to see on public television, and to set program priorities for the most effective use of state funds.

The massive survey, the first of its kind and a model for public television nationwide, was completed in April, 1974. Nearly 500 personal, in-depth interviews were conducted with community leaders across the state; 143 citizens testified at televised open public hearings held at the seven stations; and 5,700 Pennsylvanians felt strongly enough about public TV to answer a newspaper questionnaire about what kind of

programs they would like to see on public television. The eight program needs identified in the survey were:

- A Forum for Public Debate
- A Forum for the Lively Arts
- To Serve Young People and Their World
- To Know How the System Works
- Adult Education for Credit and Fun
- To Receive Health Care Information
- To Know and Understand Pennsylvania's Many Faces
- To Hear Public Officials Speak and the Opposition Respond

As this Annual Report will detail, these programming needs are being met today, as they have been in the past, with innovative local, statewide and national programming.

Over the years, PPTN's interconnect has brought Pennsylvanians together for statewide town meetings to discuss problems like inflation,

the economy, alcoholism, the problems of aging, and the rights of the dying. And, thanks to the interconnection, private citizens each year are able to question the governor and state legislators, and have their questions answered directly over statewide public television.

This year, to keep pace with rapidly changing times, the Commission supported legislation in the General Assembly to expand PPTN's mandate to include telecommunications and offer the seven PPTN member stations new opportunities for service.

PPTN last year served as lead agency in a comprehensive study of public telecommunications in Pennsylvania, and in August of this year, sponsored a telecommunications conference for key state leaders to share ideas on the future uses of telecommunications in the Commonwealth. Hopefully this study and the conference it generated have laid the groundwork for future cooperation and will serve as catalysts for statewide public telecommunications initiatives over the coming years.

Chronology of Public Television in Pennsylvania

April 1952—During national conference on educational broadcasting at Penn State, Federal Communications Commission Chairman announces decision to allocate television frequencies for non-commercial, public broadcasting.

April 1954—WOED/Pittsburgh goes on the air. First public television station in Pennsylvania and first community-owned station in the country.

September 1963—WHYY/Philadelphia/Wilmington goes on the air.

November 1964—WITF/Hershey (now WITF/Harrisburg) goes on the air.

March, 1965—WPSX/University Park begins in-school service. Evening broadcasts begin the following June.

September 1965—WLVT/Allentown/Bethlehem goes on the air.

June 1966—WVIA/Scranton/Wilkes-Barre goes on the air.

May 1967—Governor Raymond Shafer announces appointment of 15-member Governor's Committee on Public Television. WPSX and WITF begin demonstration interconnect project.

August 1967—WOLN/Erie goes on the air.

November 1968—Act 329, forming the Pennsylvania Public Television Network Commission, becomes law.

May 1969—Pennsylvania Public Television Network begins operation.

February 1971—PPTN moves into its Hershey Network Operations Center.

April 1974—PPTN publishes results of ascertainment survey. Eight programming priorities are defined.

Fall 1974—PPTN begins new program series in response to the eight program priorities.

December 1975—PPTN initiates audience research project to measure viewer reaction to programs.

October 1978—PPTN becomes part of the nationwide public television satellite distribution system.

May 1979—The Network celebrates its 10th year of operation. Governor Dick Thornburgh proclaims May as Pennsylvania Public Television Month.

June 1979—PPTN is cited by the Pennsylvania House of Representatives and the Senate for its ten years of service to the Commonwealth.

July 1979—DATE (Digital Audio for Television) goes into operation.

May 1982—PPTN, as lead agency for a comprehensive statewide telecommunications study, publishes *Public Telecommunications in Pennsylvania*.

December 1982—PPTN dedicates its new expanded satellite receiving station.

Programming

PPTN's statewide survey of viewer interests identified eight clearly defined needs or priorities. This Annual Report details public television's commitment to meet these needs with innovative and diverse programming.

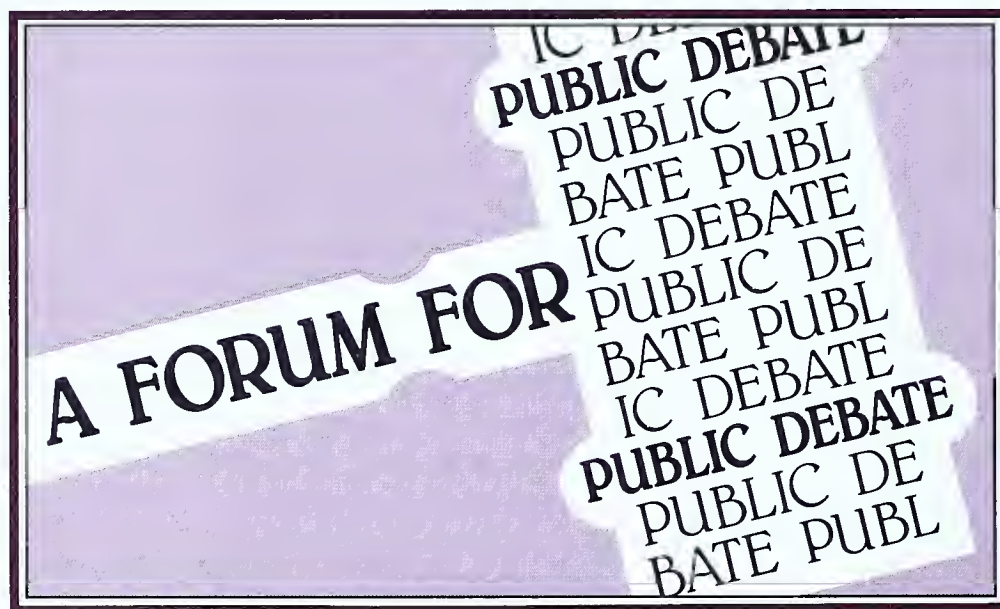
A need for spirited debate on contemporary issues was identified as the highest priority.

Pro-Con, Pennsylvania's award-winning series, is advocacy debate at its finest. The monthly series, produced by WITF, was developed to go beyond dispassionate presentation of information and explore the deeply held points of view that are at the heart of every public debate. Aggressive presentation of each side of an issue is followed on each program by live, expanded debate through interconnection of several of the seven PPTN member stations.

Some of the complex issues debated during **Pro-Con's** second season were: "The Death Penalty," "School Prayer," "Community Living for the Mentally Retarded" and "TMI Restart: Now or Never?"

Public television also provided a much-needed forum for debate on Pennsylvania's troubled economy. Outstanding local productions included WPSX's **Getting Down to Work**, an examination of the state's economy drawn from the remarks . . . and disagreements . . . of participants in a statewide "Conference on Pennsylvania's Economic Future"; WHYY's **Pennsylvania Economy: Twilight or Transition**, a live debate linking Lt. Governor William Scranton III with community leaders in Pittsburgh, Bethlehem and Philadelphia; and WPSX's **High Tech, High Stakes**, a look at the role of high tech in Pennsylvania's future.

Nationally, **The Constitution: That Delicate Balance** provided a stunning example of lively, provocative debate. In the four-part series, lawyers, journalists and politicians used hypothetical cases on controversial subjects such as criminal justice and freedom of the press to debate critical constitutional issues that affect every American.



A Forum For Public Debate



Photo Credit: Lynn Cates

Clockwise: *The Constitution: That Delicate Balance*; WLVT's monthly audience participation public affairs series, *Your Turn, Lehigh Valley*; *Pro-Con* with Charlayne Hunter-Gault; Bill Moyers, left, with philosopher Mortimer Adler on *Six Great Ideas*.

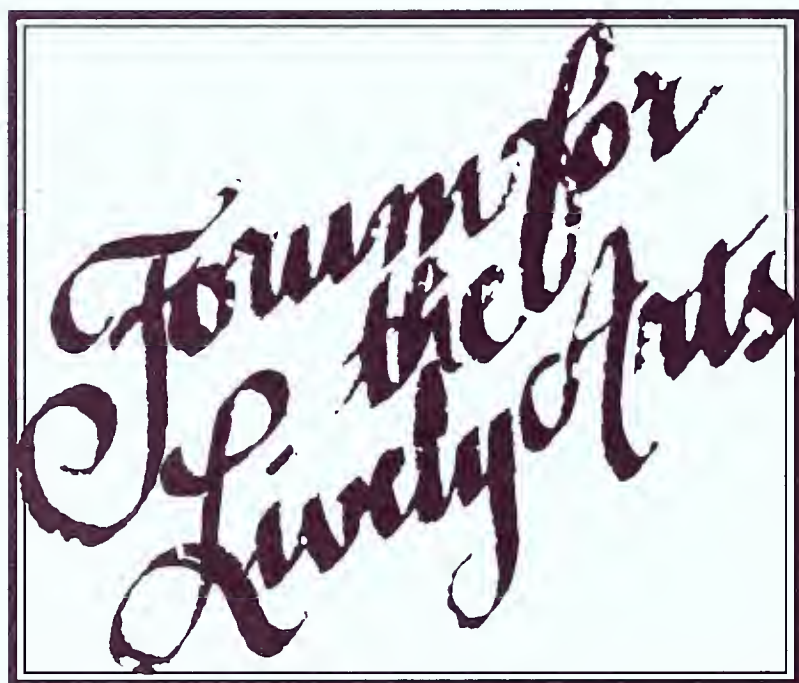


Program Highlights 1968-1983

- The Benjamin Franklin Symposium
- The Constitution: That Delicate Balance
- Creation vs. Evolution
- Firing Line
- Lawmakers
- The MacNeil-Lehrer Report
- Mainstreaming the Handicapped: Can Legislation Make the Difference
- On Trial
- Pennsylvania Hot Line
- Pennsylvania Town Meeting
- Pro-Con
- Raised in Anger
- Washington Week in Review
- Freedom: Then, Now and Tomorrow

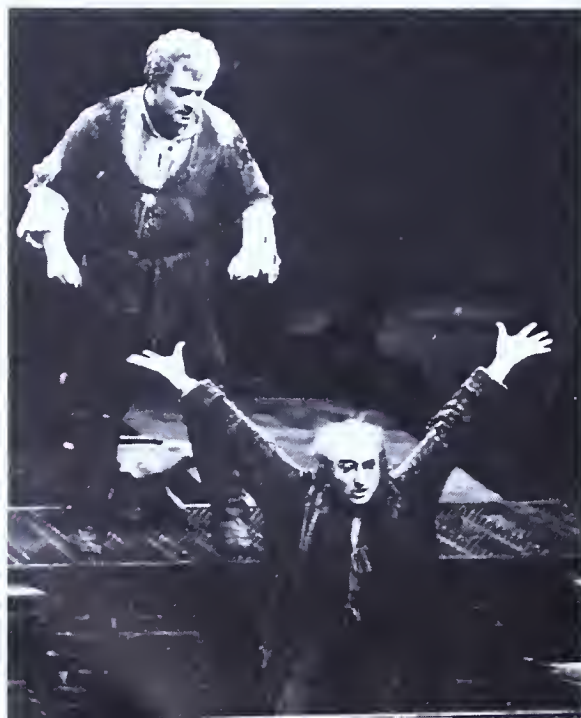
Pennsylvanians would like the lively arts to have regular exposure on public television.

"Pennsylvania, to me, is simply life," said author John Updike in accepting the 1983 Distinguished Pennsylvania Artist Award. "Our first locale gives us our accent, our slant on people, and on things,



and on how things are said and done."

Updike's reflections on his native state and its influence on his work



were part of WPSX's **Profiles in Excellence 1983**, a salute to Updike and six other artists who received this year's Governor's Awards for Excellence in the Arts in Pennsylvania.

Public television continued to applaud the state's rich diversity of talent and showcase some of its unique artists. In a step back into history, WVIA used marvelous old film footage to recreate the life of turn-of-the-century Wilkes-Barre movie pioneer, Lyman Howe, and won a Corporation for Public Broadcasting Award for this program. And, at Christmas, the entire nation was able to enjoy WLVT's presentation of the world-renowned, 82-year-old Bach Choir of Bethlehem singing Bach's monumental choral masterpiece, **The Mass in B-Minor**.

Great Performances celebrated its tenth anniversary this year with a brilliant and controversial production of Richard Wagner's "Ring" cycle of operas. The telecast marked the first time the opera had been filmed or videotaped in its entirety in the 106 years since it was completed.

WQED's **Kennedy Center Tonight** presented Tony Award winner Zoe Caldwell and Dame Judith Anderson recreating their roles in an outstanding

television adaptation of the stage classic, "Medea." And, on the lighter side, the series paid tribute to 100 years of musical genius on "Eubie Blake: A Century of Music."

And, for another season, it was the best in jazz, folk, rock, rhythm and blues on **Soundstage** and **Austin City Limits**.



*Clockwise: The Bach Choir of Bethlehem sings the **Bach Mass in B Minor**; "Madama Butterfly" on **Live From Lincoln Center**; Wagner's classic opera, "The Ring of the Nibelung," on **Great Performances**.*

A Forum for the Lively Arts



Photo Credit: Kenneth Love



Clockwise: *The Magic World of Marcel Marceau*; "Eubie Blake: A Century of Music," on Kennedy Center Tonight; "Balanchine Celebrates Stravinsky" on *Dance in America*; a photograph of Wilkes-Barre movie pioneer Lyman Howe from *Lyman H. Howe's High Class Moving Pictures*.

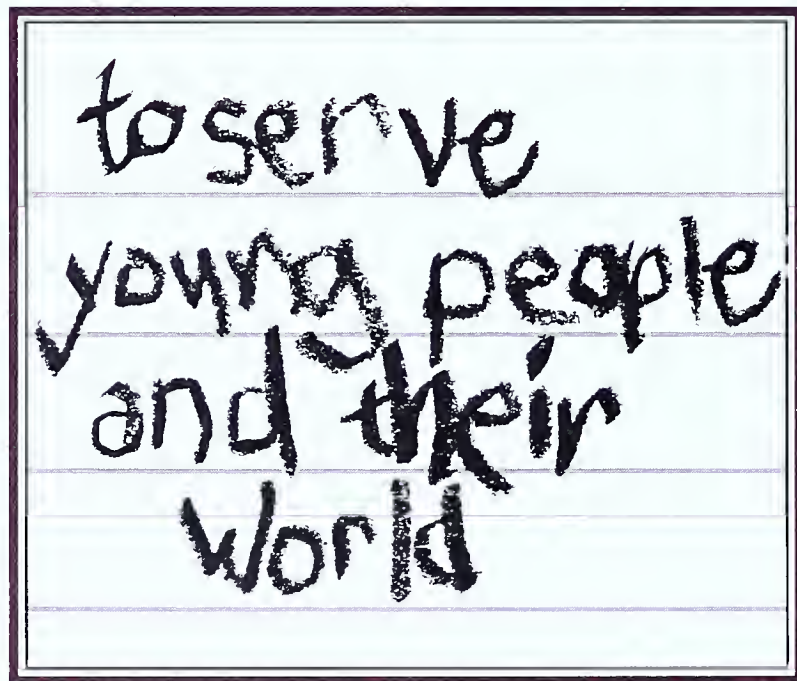
Program Highlights 1968-1983

- American Short Story
- Anyone for Tennyson
- Dance in America
- Evening at the Pops
- Fabulous Philadelphians: Ormandy to Muti
- John Kane: A Self Portrait
- Live from Lincoln Center
- Live from the Met
- Masterpiece Theatre
- Monty Python's Flying Circus
- Movies B.T.
- Mystery
- Philadelphia Folk Festival
- Previn and the Pittsburgh
- The Shakespeare Plays
- Sneak Previews
- Three One Act Plays

Public television should develop ways to determine the unique needs of young people and try to serve those needs.

Public television did just that this year with **Powerhouse**, an exciting 16-part television series for young people aged 8-12.

Powerhouse combined action, adventure, mystery, fantasy and humor to tell contemporary stories created specifically for young people. The underlying theme in each show was, "Don't just sit there, do something."



The message for young people: You have a powerhouse deep down inside you . . . and the Powerhouse is *you*!

Mister Rogers' television "Neighborhood" continued to help younger children learn to talk with their parents about their own conflicting feelings and special cares. One of the themes of **Mister Rogers' Neighborhood** this year, for example, was "Day Care . . . Night Care," a week-long dialogue on the feelings of children and their parents about substitute care.

Locally produced programs that focused on young people included WPSX's **Young Artists Concert**, WVIA's **Grade School Olympics** and WLVT's **PIAA High School Wrestling Championships**.

During the school year, Pennsylvania's seven public television stations broadcast a total of 142 hours of instructional

programming each week, with 82% of these hours fed to the stations by PPTN. The programs, from 69 different series, spanned all grade levels and included instruction in language arts, math, science, social studies and the arts. One of the most popular series, **What's in the News**, is produced by WPSX for national distribution to schools.



Clockwise: *The Electric Company*; *Drum Corps International Championship Highlights*.



Photo Credit: Art Luebke

To Serve Young People and Their World

Program Highlights 1968-1983

- All About You
- Carrascolendas
- The Electric Company
- Jump Street
- Kids Today
- Magic Carpet
- The Magic Window
- Math Makers
- Mister Rogers' Neighborhood
- Once Upon a Classic
- Readalong
- Self, Incorporated
- Sesame Street
- Science Alliance
- Thinkabout
- 3-2-1 Contact
- Villa Alegre
- Why in the World
- Write On



Clockwise: Powerhouse; WLVT's Scholastic Scrimmage for Lehigh Valley high schools; a country hike on Sesame Street; Mister Rogers' Neighborhood.



Photo Credit: Lilo Guest

People want to know how their government works, what it's doing to alleviate current pressing problems, and how they can participate on both local and state levels.

The people want to know . . . and **The People's Business**, Pennsylvania's only weekly Capitol Report, responds with fair and accurate information.

On June 30, with the state budget crisis coming right down to the wire, **The People's Business** responded with an in-depth, hour-long special report that brought together top reporters, legislative leaders, and the Governor's Budget Secretary to explain the differing budget proposals to viewers.

Other **People's Business** special reports included "The Choice is Yours," a profile of the gubernatorial candidates; "Election '82 in Review," an analysis by top state reporters; "The Inauguration Special"; "The Governor's Budget Message"; "Call the Governor"; and "Ask the Legislature."

Nationally, **Washington Week in Review** and **Lawmakers** continued to keep viewers up to date on the political scene. And, **Frontline** drew praise

as a new, hard-hitting series that probed beneath the surface of timely domestic and international issues.

Public television viewers could find out how government and business interact in the marketplace by watching programs like **The Nightly Business Report**, **Inside Business Today**, **Enterprise** and **Wall Street Week**.

To Know
How the **S**ystem
Works



The Nightly Business Report.

To Know How the System Works



Clockwise: Washington Week in Review; John Dimsdale and Mackenzie Carpenter anchor The People's Business, Pennsylvania's only weekly Capitol newsmagazine; Eric Severeid, host of Enterprise, the award-winning series on how business works.



Photo Credit: Michael Lutch



Photo Credit: John Burdick

Program Highlights 1968-1983

- An Act of Congress
- Enterprise
- Every Four Years: The Presidency
- Free to Choose
- Frontline
- Inside Business Today
- Inside Story
- Lawmakers
- The Nightly Business Report
- Pennsylvania Town Meeting
- The People's Business: Harrisburg Report
- Weather/World
- People, Places, Things, Now
- The Regulators: Our Invisible Government
- Transition: A Governor Takes Office
- Wall Street Week
- Washington Week in Review
- You Owe it to Yourself/Consumer Education

People are concerned about their health—and community agencies want people to know services are available to them.

Concern for health and a desire to do something about the debilitating problems of school-age drug and alcohol abuse turned WOED's 12-county community outreach project, **The Chemical People**, into a landmark national

effort involving 26 service and community groups, PBS stations nationwide, and First Lady Nancy Reagan as host for two national **Chemical People** programs.

Nova continued to bring viewers to the frontiers

of science and medicine with programs like "The Miracle of Life," the first film ever made of the entire, incredible chain of events that turns a sperm and an egg into a newborn baby.

Non-Fiction Television's "Children of Darkness" gave us a touching documentary on the treatment of emotionally disturbed children in America. And on the highly acclaimed **American Playhouse**, "Wings" recreated Arthur Kopit's "wise, magical and shattering" drama about a stroke victim trying to comprehend her suddenly fragmented world.

WITF's sensitive production, **Baby Makes Two**, focused on the critical importance of communication between parents and children on the subject of sexuality.

WLVT's **On Call: Valley Health Series** and WITF's **MediCALL**, like a number of other health-related programs across the state, regularly gave viewers up-to-date information on medical questions.

*To Receive Health
Care Information*

Illustrator Arn Arnam



Between Life and Death
examines Alzheimer's disease.

To Receive Health Care Information



Photo Credit: David Wehnacht

Clockwise: *The Splice of Life* probes gene splicing; Nova uses new photographic techniques to film a six-week-old embryo on "The Miracle of Life"; Dr. Norman Kaplan, right, host of *Here's to Your Health*, interviews Dr. LaSalle LeFfall, Howard University College of Medicine, on the award-winning self-care series that presents up-to-date medical information.



Photo Credit: Lennart Nilsson



Program Highlights 1968-1983

- The Body in Question
- Drink, Drank, Drunk
- Food\$en\$e
- Eat Well, Be Well
- Hard Choices
- Images of Aging
- MediCALL
- Nova/Asbestos: A Lethal Legacy
- Nova/Blueprints in the Bloodstream
- Nova/Fat Chance in a Thin World
- Here's to Your Health
- On Call: Coronary Heart By-Pass
- On Call: Your Heart Health Quiz
- Over Easy
- Swine Flu: A Plan for Pennsylvania
- The .10 Influence
- Your Health Follies

It's important that public television meet the need for adult instructional programming with a cohesive and well-organized approach.

Focusing on lifelong learning at home and in school is a primary goal for public television. To help meet this goal, PBS's Adult Learning Service moved into its second year

of operation with a portfolio of 21 television course offerings for colleges and universities.

This year more than 500 colleges provided nearly 2000 PBS adult learning courses, a 35% increase in course offerings over the previous year. Student enrollment is expected to top 75,000 in the 1983-84 school year for outstanding public television courses like **The Computer Programme** and **Vietnam: A Television History**, a series that the *New York Times* called "one of the most ambitious public affairs projects in the history of public television."

While many home viewers tune to PBS adult learning courses for personal enrichment rather than college credit, others enjoy public television's varied menu of "how-to" programs. Favorites range from **This Old House** and **Last Chance Garage** to **Under Sail** and **Everyday Cooking with Jacques Pepin**.



The Computer Programme introduces the world of computers and computing to beginners.

Adult Education for Credit and Fun



Clockwise: Popular how-to programming: The Alpine Ski School; This Old House with Bob Vila; Everyday Cooking with Jacques Pepin.



Program Highlights 1968–1983

- The Adams Chronicles
- The Ascent of Man
- The Art of Being Human
- Contemporary Health Issues
- Focus on Society
- The Moneymakers
- Oceanus
- Odyssey
- Personal Finance and Money Management
- The Photo Show
- Teaching Students with Special Needs
- Through the Genetic Maze
- Understanding Space and Time
- Vic Braden's Tennis for the Future
- The Woodwright Shop
- The World of Cooking
- Your Future is Now/High School Equivalency Program

Programs should include the role of ethnic groups, women and racial minorities in society, their unique features and information which is important to them.

This season, public television took viewers on a **Pennsylvania Journey**. The program, produced by WPSX, visited Elfreth's Alley in Philadelphia, a farm in Lancaster County, the Horseshoe Curve in Altoona, an anthracite coal mine in Shamokin, beehive coke ovens near New Stanton and Pittsburgh's three rivers. On route, Geographer Peirce Lewis showed how Pennsylvanians shared their rich ethnic diversity to develop the natural resources, transportation and manufacturing that shape the state as it is today.

Continuing programs like WOED's **Black Horizons**, the longest-running television series about the black community; **Tony Brown's Journal**; and WLVT's **Mundo Hispano** and **Lehigh Valley Black Exposure** did much to reflect the many faces of Pennsylvania.

In the Erie area, WQLN's **Job-a-Thon** offered unemployed Pennsylvanians an opportunity to present their job qualifications on the air in hopes of attracting job offers. And two **People's Business Special Reports**, "Not Since the Depression: The Plight of the Pennsylvania Farmer" and "The Plight of Pennsylvania's Cities," focused on the problems faced by a wide cross

section of Pennsylvania's working population.

In addition to its programming, PPTN has a continuing commitment to help minorities and women gain access to the system. PPTN's affirmative action training grant program, which was established in 1972, has enabled member stations to train nearly 250 people for careers in broadcasting.



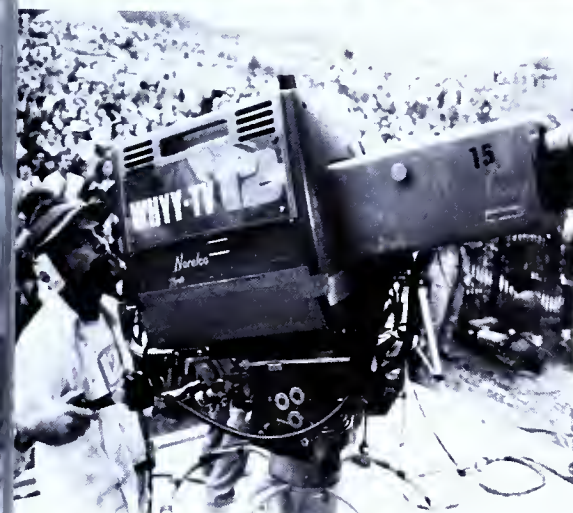
Tony Brown's Journal, "Black Children in Crises."

**TO KNOW
and
Understand
Pennsylvania's
many FACES**

To Know and Understand Pennsylvania's Many Faces

Program Highlights 1968-1983

- The Amish: A People of Preservation
- Another Voice
- Black Horizons
- Black Perspective in the News
- Celebrating a Century
- Like the Wind
- Morning Star
- Pennsylvania
- Pennsylvania: An Ethnic Portrait
- Pennsylvania Outdoor Profiles
- People of Three Mile Island
- Profiles in Excellence
- Tony Brown's Journal
- Woman



Clockwise: *Miles of Smiles, Years of Struggle*, the story of black Pullman porters; John Updike, right, receives the Distinguished Pennsylvania Artist Award from Governor Dick Thornburgh. Updike and six winners of the 1983 Hazlett Awards for Excellence in the Arts in Pennsylvania were honored in *Profiles in Excellence* 1983; WHYY cameras film a folk festival.

It's important for public television to air official public positions and offer spirited debate on public issues.

This year, Republican and Democratic leaders faced off on public television in pre-election, nationally televised Congressional Leadership Debates sponsored by the League of Women Voters.

In Pennsylvania, public television has historically offered the opportunity for dialogue on public issues with **People's Business** special programs like the Governor's

budget message and the opposition party's response, and weekly interviews with state newsmakers on **The People's Business** Capitol Report.

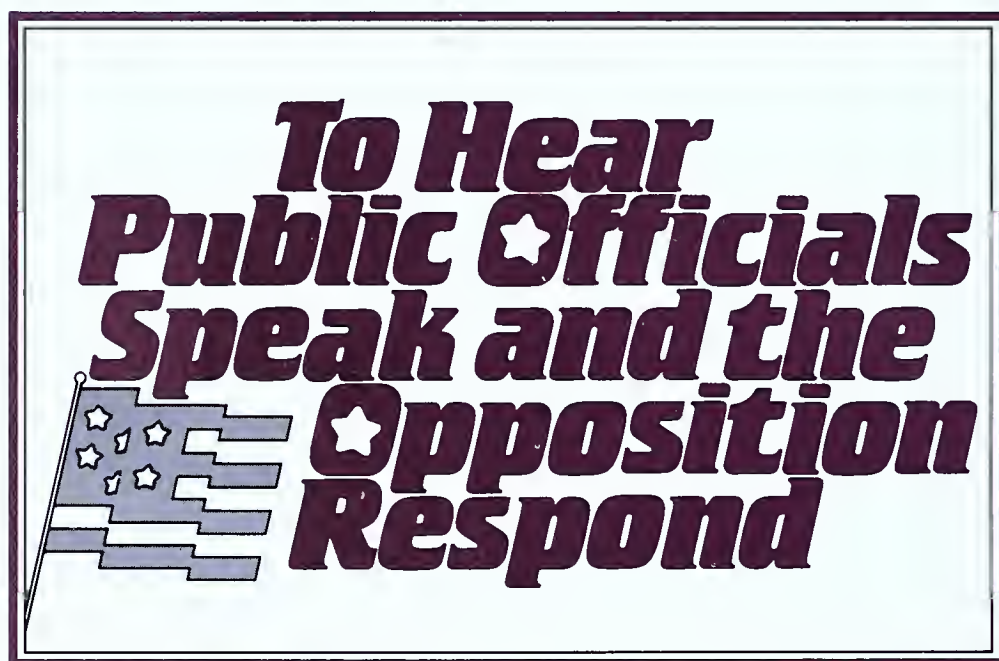
Locally WPSX provided air time for local candidates, and WLVT completed its 13th year of producing pre-election debates for Pennsylvania General Assembly, local school board, city council and county executive candidates.

One of public television's most-watched

programs, **The MacNeil-Lehrer Report**, continued to provide a forum for national debate, and broke new ground with plans for the nation's first, nightly, early evening, network news hour.



Firing Line with William Buckley.



To Hear Public Officials Speak and the Opposition Respond



Clockwise: *The Lawmakers*, public broadcasting's weekly report on Congress, with, from left, Cokie Roberts, Paul Duke and Linda Wertheimer; Robert MacNeil, left, and Jim Lehrer of the *MacNeil-Lehrer Newshour*; Jeffrey T. Bitzer interviews U.S. Senator John Heinz on WITF's *Newsmakers*.



Program Highlights 1968-1983

- Ask the Legislature
- Call the Governor
- Community Contact: Lehigh Valley
- Conversations with Democratic Legislators
- Conversations with Republican Legislators
- Coverage of the Select Committee Investigating State Contract Practices
- The Governor's Budget Message/Opposition Response
- The 1976 Governor's Conference: Welfare Reform
- The Governor's Inauguration
- Newsmakers
- Pennsylvania
- People, Places, Things, Now/Interviews with State Newsmakers
- The People's Business/Interviews with State Newsmakers
- Q-Exchange
- Senate Watergate Hearings

Audience Research

Since 1975, PPTN has conducted ongoing audience research to keep abreast of viewer interests, and to analyze viewer reaction to programming created in response to these interests. This research also serves as a constant update for the program priorities established by PPTN's 1974 statewide viewer survey.

PPTN's audience research, conducted by Penn State, uses A.C. Nielsen data to provide the seven public television stations with a meaningful picture of viewer habits and show stations how the audience flows from one program to another. This "superflo," or picture of viewer habits, helps stations respond to

local needs and provide the kind of programming people want.

In Pennsylvania this year, audience research statistics showed a 22% increase over last year in the number of people watching public television.

Nationwide, Nielsen reported that 87,000,000 people tuned to public television this year on a weekly basis, with prime time viewing up a dramatic 64% over the past five years.

A profile of these 87 million public television viewers as compiled by Roper Reports is impressive. It shows an aware, involved, thinking group of people, people with a significantly higher exposure to news and broader personal horizons.

What will the interests of these viewers be over the next five to ten years? To talk about future trends and changing lifestyles, and how they may affect programming and marketing strategies for public television, PPTN

and the member stations held a statewide Audience Research Workshop this year in State College. The meeting was part of a continuing state and national planning process to help public television respond to viewers and their needs—because that's what public television is all about.

Diver Valerie Taylor offers her arm to a blue shark in the *National Geographic Special*, "The Sharks." "The Sharks" is number one on the list of PBS all-time top-rated evening programs. Twelve *National Geographic Specials*, which are produced by WQED and the National Geographic Society, are among the top 25 PBS programs in audience ratings.



Photo Credit: Ron and Valerie Taylor

Life on Earth, a series presented by WQLN and narrated by David Attenborough, ranks among the 25 PBS all-time top-rated evening programs.





Clockwise: Three of this year's National Geographic Specials rank among the PBS 25 all-time top-rated evening programs: "Save the Panda," "Australia's Animal Mysteries" and "Rain Forest."



Photo Credit: Carol Hughes



Photo Credit: Anne B.K. Krumbhaar

Financial Report

(Fiscal Year Ended June 30, 1983)

OPERATING FUND

STATION SUPPORT	General Operations	\$1,771,325
	Capital Equipment & Facilities	318,946
	Equipment Lease	381,055
	Minority Training	149,100
	Sub-Total	\$2,620,426
NETWORKING	Commission & Executive Office	\$ 233,980
	Fiscal Office	311,277
	Community Relations	46,233
	Technical Operations	1,448,058
	Network Scheduling	140,026
	Sub-Total	\$2,179,574
	Total Operating Fund	\$4,800,000

PROGRAMMING FUND

STATION SUPPORT	Program Acquisition/Local Production	\$1,329,213
	Promotion	74,787
	Community Service	94,000
	Sub-Total	\$1,498,000
STATEWIDE SERVICES	Program Production	\$1,043,000
	Program Promotion	75,000
	Audience Research	25,000
	Sub-Total	\$1,143,000
	Total Programming Fund	\$2,641,000
	Total Appropriation	\$7,441,000

Funding Sources for Public Television in Pennsylvania

Federal	20.4%
Commonwealth of PA	18.4%
Universities, Schools & Local Government	5.0%
Foundations, Business & Industry	22.8%
Memberships and Other Station Fundraising	28.6%
Miscellaneous	4.8%

Federal

Commonwealth of PA

Universities, Schools & Local Government

Foundations, Business & Industry

Memberships and Other Station Fundraising

Miscellaneous

Commission

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The Honorable Robert
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Deputy General Counsel
Office of General Counsel
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Kathleen H. Armstrong
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Violet A. Shoemaker
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Constance R. Crowder
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Marlin E. Hobough
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Dale F. Stough
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Pennsylvania Public Television Network Commission 1983 Annual Report

Pennsylvania Public
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Pennsylvania
Public Television
Network Commission
1984 Annual Report

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DOCUMENTS SECTION



This June, the Pennsylvania Public Television Network received its largest allocation to date — \$9 million — from the Commonwealth for the 84-85 fiscal year.

We are extremely grateful to the Governor and members of the General Assembly for their recognition that the network and member stations needed significant new monies for equipment, operations, and programming — and for making the increased funding possible.

A major portion of this increased state funding will be used by PPTN for a much-needed new traffic and routing system at the Network Operations Center in Hershey. The new system will replace a system that was a major advance when acquired but is now 13 years old and sadly beyond repair.

The pace of change in telecommunications becomes apparent when we realize that the original traffic and routing system — a major innovation when it was installed in 1971 — was the first

network operation in the country to use a fully automated computer system.

The then-advanced system used the speed and diversity of the computer to manage PPTN's multiple program distribution with feeds to and from each station, national and regional program distribution, delay broadcasts, and the sharing of programs on a one-to-one and one-to-multiple basis.

The new traffic and routing system will allow PPTN to do all these things with greater speed and flexibility and to add technologies such as stereo television, as well.

Of course, people don't watch public television for its technology. They watch public television for its programming. And, we are particularly pleased that the Governor and members of the General Assembly had the foresight to provide additional funding for programming as well.

The role of programming has become even more important over the past few years as new

technologies spring up and falter because they lack the programming to fulfill their promise.

Public television has proven itself as a wellspring of creative, thought-provoking programming. We are grateful to the Commonwealth for its vote of confidence in our continued efforts to bring the best possible programming to the people of Pennsylvania.

Sincerely,

Philip I. Berman, Chairman



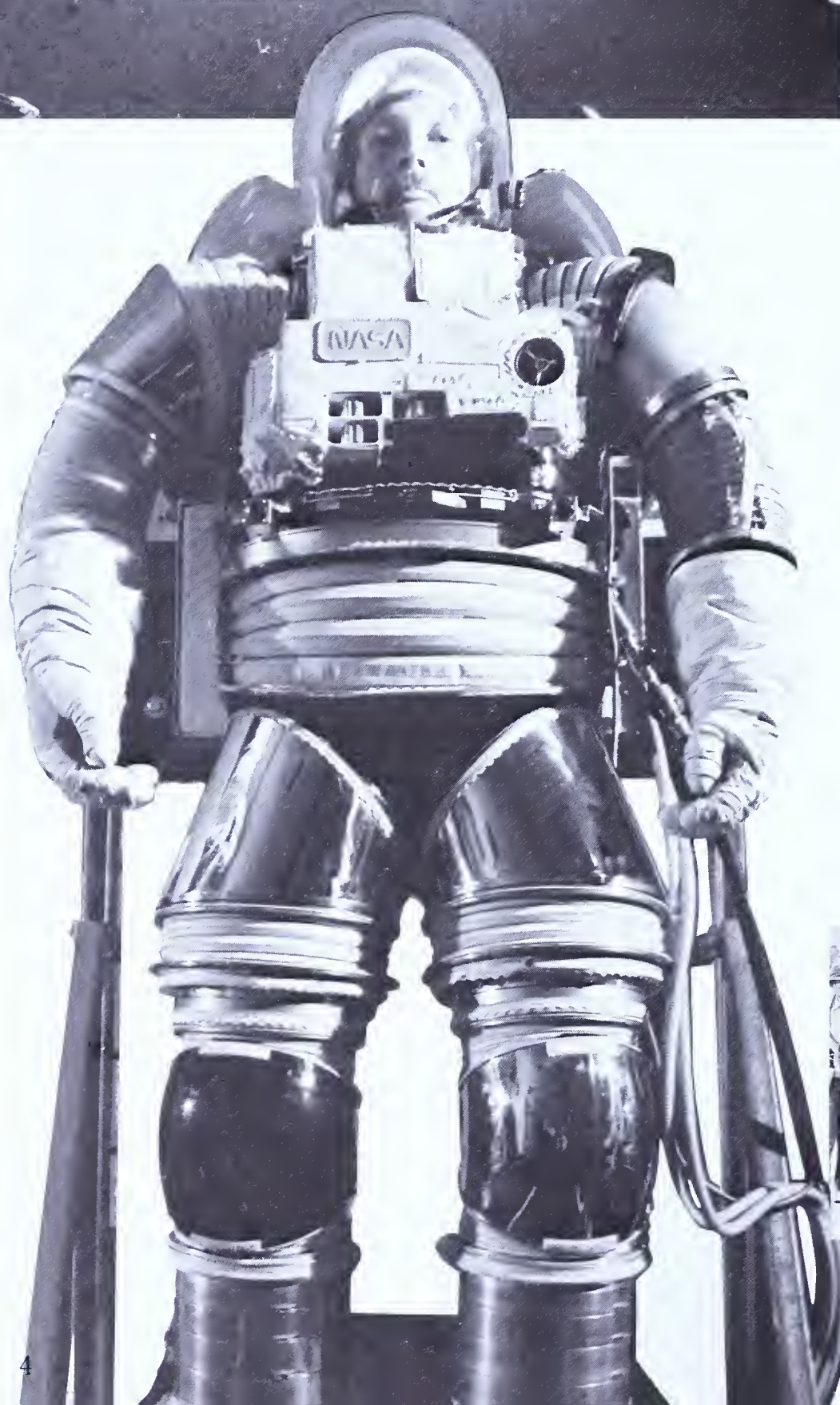


Clockwise: Vietnam: A Television History; American Playhouse, "Concealed Enemies"; Wild America; A Walk Through the 20th Century With Bill Moyers; NOVA, "Twenty Five Years in Space"; NOVA, "A Case of ESP"; Vietnam: A Television History





Overview



Clockwise from lower left
Smithsonian World, "Designs
 for Living"; *Survival Specials*,
 "Sharks, the Perfect
 Predator"; *Jazz in America*;
Living Wild; *The Last Full
 Measure*; *Wild America*; *The
 Emigrant Saga*; *Vietnam: A
 Television History*





Programming. It's public television's number one priority — and its major asset.

In a year when major new arts and entertainment cable channels have failed to live up to their promise, public television delivered bold new programming with the stunning *Vietnam: A Television History*, and created television magic for millions of young viewers with the acclaimed *Reading Rainbow* series.

In community programming, *The Chemical People* showed the power of public television to focus nationwide attention on the problem of teenage drug and alcohol abuse.

This nationwide outreach effort began at WQED/Pittsburgh in 1982 with a local *Chemical People* program. Its success locally and nationally highlights one of public television's greatest programming assets — the ability to draw from a rich diversity of local programming.

PPTN looks for this same blend of rich local diversity and wide audience appeal in funding Pennsylvania Specials, programs produced by each of the seven PPTN member stations for statewide broadcast.

As a measure of the success of these Pennsylvania Specials, three of these locally produced, PPTN-funded programs were accepted by PBS this year for broadcast nationwide in the PBS national program schedule. They were: WITF's *When a Factory Closes*; WLVT's *The Last Full Measure*, a recreation of the Battle of Gettysburg; and WVIA's *Lyman H. Howe's High Class Moving Pictures*, the story of a turn-of-the-century Wilkes-Barre movie entrepreneur.

Another Pennsylvania Special, WPSX's *Outdoor Pennsylvania*, was so popular when broadcast statewide that it will be funded by PPTN as a four-part outdoor series.

In educational programming, the news this year was **SCIENCE UNLIMITED**. **SCIENCE UNLIMITED** is exciting because, for the first time, televised science lessons will be incorporated into the curriculum and keyed to what students should know about science, grade by grade, from kindergarten through sixth grade.

Public television has indeed lived up to its promise to deliver programming that is innovative and thought-provoking.



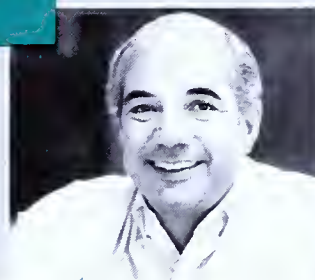


Public Affairs



Clockwise from lower left:
*The MacNeil/Lehrer
 Newshour; When a Factory
 Closes; The People's
 Business; WLVT's Your Turn,
 Lehigh Valley; Tony Brown's
 Journal; Pro-Con with Ron
 Nessen; Mark Russell
 Comedy Specials;
 Pennsylvania Farmer;
 Old Enough To Do Time*





It wasn't politics as usual this season on public television. In fact, political debates may never be the same after the rousing three hour Democratic Presidential Candidates Debate anchored by ABC's Ted Koppel and talk show host Phil Donahue. The PBS live open-format debate included all eight Democratic presidential hopefuls and was politics at its very best.

In statewide public affairs programming, *The People's Business*, Pennsylvania's weekly Capitol Report, which is produced for PPTN by WQED, gave viewers a fresh look at candidates for statewide judicial office with its "Voters Guide of the Air," produced in cooperation with the League of Women Voters. And WITF in its Pennsylvania Special, *Who Counts*, examined minority influence in Pennsylvania politics.



Ron Nessen, former NBC News correspondent and presidential press secretary, brought his skill as a journalist to Pro-Con for its third season on the Pennsylvania Public Television Network. Statewide issues explored on Pro-Con, which is produced for PPTN by WITF, ranged from the controversy over acid rain to the question of smokers' rights.

And WQLN in its Pennsylvania Special, *The Pennsylvania Farmer*, examined the economic problems facing Pennsylvania's farmers and took a close look at these "average people performing miracles."

Frontline, public television's hard-hitting documentary series, continued its innovative programming with a dramatic presentation of "The Mind of a Murderer." The two-part documentary probed deep inside the mind of the "Hillside Strangler" and, for the first time, made it possible for the television audience to see just how experts make up their minds about the sanity of a murderer.

Public television also looked to the past.

American Playhouse's "Concealed Enemies" recreated the furor of the Whittaker Chambers-Alger Hiss "spy case" and provided an even-handed look at an event that shook the very foundations of American Democracy.

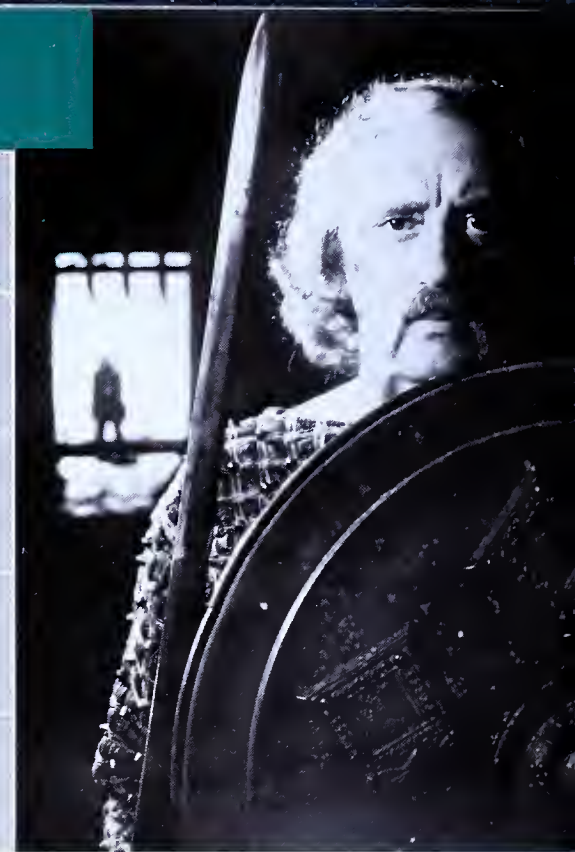
On *A Walk Through the 20th Century* with Bill Moyers, Moyers chose subjects as diverse as the century itself to inform and entertain.

For informed perspectives on the national and international scene, public television continued to present its popular weekly current affairs series — *Inside Story*, the *Lawmakers*, *Tony Brown's Journal*, *Washington Week in Review*, *Wall Street Week*, and *International Edition*.





Cultural



The long-awaited Compleat Gilbert and Sullivan debuted on public television this year, introducing five of twelve made-for-television operettas that will be aired over the next three years. These popular and enduring operettas star major entertainers such as Joel Grey, Vincent Price, and William Conrad.

Public television also helped the Metropolitan Opera celebrate its 100th anniversary with a once-in-a-lifetime eight-hour "Centennial Concert Gala" aired in its entirety on a single day.

American Playhouse enjoyed a strong third season with adaptations of Philip Roth's best-selling novel, "The Ghost Writer," and Sam Shepard's comedy-drama, "True West."

Perhaps the surprise hit of the season was *My Dinner With Andre*, a "splendidly funny" dinner conversation between two friends that turned into fascinating drama. When the critically acclaimed film was shown on public television in May, it actually returned to its beginnings. Several years ago, PBS was the first to provide funds for the development of this "crazy" idea of two people talking in a restaurant.

PPTN also funded original drama this year with WLVZ's Pennsylvania Special, *Copperhead*, a comedy-drama that premiered at the Pennsylvania Stage Company in Allentown and was aired statewide on PPTN stations.

In *Profiles in Excellence* 1984, winners of the Governor's Awards for Excellence in the Arts in Pennsylvania were profiled and their work featured in a one-hour television special produced by WPSX. And WQLN took us back to simpler days with its Pennsylvania Special, *Eugene Iverd & the Golden Age of Illustration*. In the 1920s and '30s, Iverd, a native of Erie, was as famous as his contemporary artist, Norman Rockwell.

In drama, the sixth season of *The Shakespeare Plays* aired with a chilling production of "Macbeth," bringing public television's ambitious undertaking to present all 37 Shakespeare plays near to conclusion.

For the *Mystery!* fan, the 12-part "Reilly, Ace of Spies" dramatized the exploits of real-life superspy Sidney Reilly, who reportedly inspired Ian Fleming's creation of James Bond.

A varied menu of innovative programming.





Clockwise: Eugene Iverd & the Golden Age of Illustration; Austin City Limits; The Shakespeare Plays, "Macbeth";

Copperhead; Masterpiece Theatre, "Pictures"; The Compleat Gilbert & Sullivan, "The Mikado"; Great Performances, "The Soldier's Tale"; Dance in America, "A Song for Dead Warriors"; My Dinner with Andre.





Educational



Imagine television encouraging youngsters to turn off the TV set and read a good book. But, that's exactly what Reading Rainbow did with astounding success. Its impact can be measured by the six million viewers who watched each week and by the sharp rise in book requests at libraries and book stores.

Why is the sky blue? Does a curve ball curve? Newton's Apple answered all these questions and more on public television's fast-paced new prime time science series. And the world-famous Smithsonian Institute shared its riches in the arts, humanities, and science on Smithsonian World.

In instructional television, WPSX's What's in the News, the longest running ITV series in the nation, reached more than a million elementary school children on 49 PBS stations in 17 states.

And, a new ITV favorite, WQED's Moving Right Along, a series about growing up today, won an award from Action for Children's Television for "significant contributions" to TV for young audiences.

During this year's 32-week ITV schedule, PPTN supplied stations with more than 80 different ITV series, including programs like the four-time Emmy award winning science series 3-2-1- Contact.

PPTN, the seven PPTN stations, and the Pennsylvania Department of Education also worked with educators to develop the SCIENCE UNLIMITED project. This innovative statewide project combines new classroom resources, televised science lessons, and teacher-tested experiments in a process approach to science that teaches students how to meet problems and investigate solutions to problems.

PPTN also took advantage of the increased use of the videocassette recorder in schools to encourage teachers to record Pro-Con and The People's Business and then use these programs to spark classroom debate on current issues. More than 90 high

school teachers requested regular program information and said they planned to use these public affairs programs to help students analyze and debate current issues.

Enrollment continued to grow for PBS Adult Learning with an estimated 100,000 tuition-paying students tuned to public television.

And, Fred Rogers of Mister Rogers' Neighborhood, who began his television career in 1954 with The Children's Corner on WQED, celebrated his 30th year in public television.





*Clockwise. Newton's Apple;
Mister Rogers' Neighborhood;
3-2-1 Contact; Reading
Rainbow; Sesame Street,
"Robert MacNeil Visits
Sesame Street"; The Electric
Company.*





Community Service



THE CHEMICAL PEOPLE



*Clockwise from lower left:
Your Children, Our Children;
Look Who's Here; The
Chemical People.*

The Chemical People's community outreach established a network of concerned citizens and a framework of involved community task forces. In this unprecedented community outreach, volunteers nationwide worked to coordinate over 10,000 town meetings around The Chemical People broadcasts on all 260 PBS stations. As a result of this outreach, more than 400 permanent task forces are still at work in Pennsylvania combatting teenage drug and alcohol abuse.

Other public television programming, like the seven-part series, *Your Children, Our Children* then built on this network of concerned citizens to focus attention on the status and well-being of America's 67 million children.

Two Pennsylvania Specials also reached out to the community. *Look Who's Here*, produced by WITF in cooperation with the Association for Retarded Citizens of Dauphin County, celebrated the achievements of mentally retarded persons, their families, and friends. And WQED's *Trapped in Fear* helped to raise public awareness about the misunderstood illness agoraphobia, the extreme fear of being away from a safe place or person.

As a community service, public television continued to provide closed captioning for the hearing impaired. With closed captioning, captions are encoded on a line on the TV screen not used for the TV picture itself, and appear when the viewer activates a decoder. This year, PPTN explored the idea of using the same encoded TV signals to simultaneously transmit up-to-the-minute farm market news, weather reports, and other agricultural information. A project by PPTN and Penn State University at this year's Pennsylvania Farm Show tested farmer interest in the proposed project.

In connection with all statewide programming, PPTN worked with interested state and local groups for their input and help in promoting the programs.

Audience Research





Clockwise from lower left
One of this year's
ever-popular *National
Geographic Specials*, "Return
to Everest"; a new favorite,
Outdoor Pennsylvania; more
top-rated *National
Geographic Specials*, "Among
the Wild Chimpanzees,"
"Flight of the Whooping
Crane" and "Love Those
Trains"; *Last Chance Garage*,
a perennial favorite among
public television's "how-to"
programming

Public television's share of the
prime time viewing audience was
down slightly this year — the first
change in a dramatic growth pattern
that saw public television's prime
time audience increase by 64% over
the past few years.

Why the change? One reason is
cable, and the growing number of
cable-delivered services that are
available. Another may be the
growing number of home
videocassette recorders. Viewers have
more choice today, and they know it.

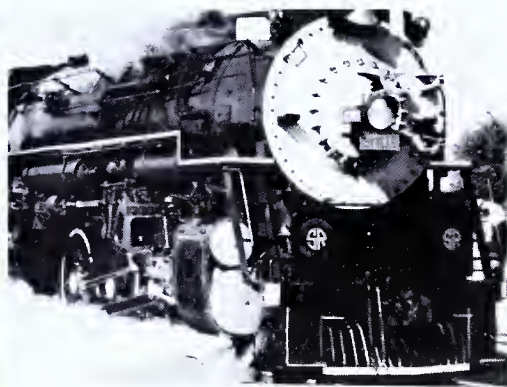
Who watches public television?
Each week approximately 44,000,000
homes and 87,000,000 people
nationwide make up the public
television audience. That's more than
the estimated 11,500,000 TV homes
that watch HBO, or the 17,000,000
weekly circulation of TV Guide.

In Pennsylvania, during an average
week, approximately 3,500,000
viewers tune to Pennsylvania Public
Television Network stations.

According to the most recent Nielsen
statistics, the percentage of
households watching PPTN stations
grew by a dramatic 21.3 percent
from November 1981 to November
1983.

And, public TV's audience likes
what it sees. In a nationwide survey
last year exclusively in cabled homes,
public TV received the highest
satisfaction score among the 19
program services rated.

In today's rapidly changing
marketplace, programming remains
the key to viewer loyalty.



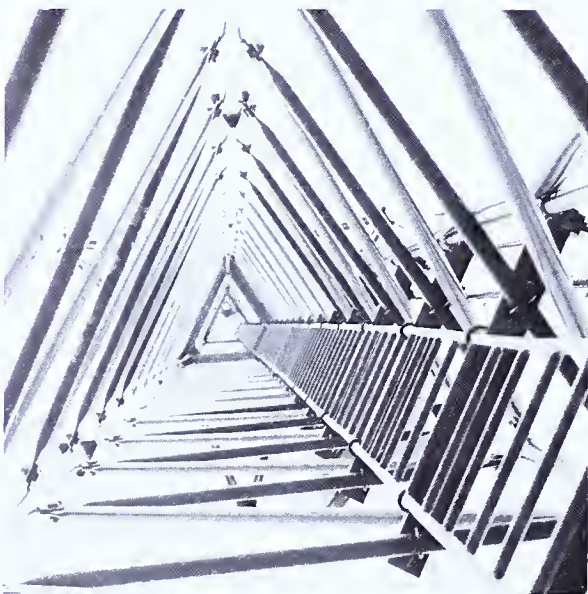


Operations

*Clockwise from lower left:
View of microwave tower;
PPTN satellite dish; switching
center, PPTN Network
Operations Center.*

How does it all work? PPTN member stations are linked to the Network Operations Center in Hershey by a two-way, 1600-mile microwave system. With this system, programs can originate at the center and be sent to all stations or a selected group of stations; stations can originate programs and send them to one or all stations; and several stations can be combined to originate a single program. Pro-Con's interconnect of two or more PPTN stations for a live debate format takes advantage of this flexible system.

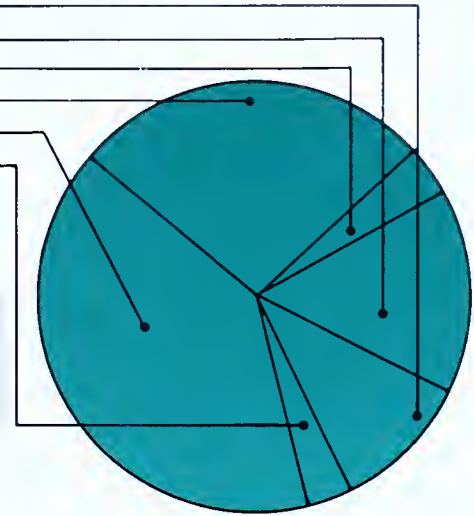
This year to give the network the ability to handle stereo television and to reduce taping costs with more efficient equipment, PPTN purchased two one-inch tape machines. These machines, which replace older two-inch machines, will be used to record ITV series, and PBS and regional network programs, further reducing costs with one taping to serve many stations and allowing stations the option of delayed broadcast feeds.



Financial Report

FUNDING SOURCES FOR PUBLIC TELEVISION IN PENNSYLVANIA

Federal	13%
Commonwealth	17.4%
Universities, Schools & Local Government	5.3%
Foundations, Business & Industry	29.2%
Membership and Other Station Fundraising	31.4%
Miscellaneous	3.7%



(Fiscal year ended June 30, 1984)

OPERATING FUND

Station Support	General Operations	\$1,875,900
	Capital Equipment & Facilities	356,278
	Equipment Lease	343,722
	Minority Training	149,100
	Sub-Total	\$2,725,000
Networking	Commission & Executive Offices	\$ 257,517
	Fiscal Office	296,158
	Community Relations	58,376
	Technical Operations	1,489,634
	Network Scheduling	125,315
	Sub-Total	\$2,227,000
Total Operating Fund		\$4,952,000

PROGRAMMING FUND

Station Support	Program Acquisition/Local Production	\$1,329,213
	Promotion	74,787
	Community Service	94,000
	Sub-Total	\$1,498,000
Statewide Services	Program Production	\$1,109,000
	Program Promotion	110,000
	Audience Research	30,000
	Sub-Total	\$1,249,000
Total Programming Fund		\$2,747,000
Total Appropriation		\$7,699,000



Commission

COMMISSION OFFICERS

Chairman

Mr. Philip I. Berman
Chairman of the Board
Hess's of Allentown
Allentown

Vice Chairman

Mr. Louis I. Pollock
President,
Morris Coupling Company
Erie

COMMISSION MEMBERS

Dr. Helen B. Craig
Research Coordinator
Western Pennsylvania School
for the Deaf
Pittsburgh

Mrs. Lois Lehrman Grass
Harrisburg

Joseph D. Hughes, Esq.
Pittsburgh

Dr. James O. Hunter
Associate Dean
University of Pittsburgh
School of Law
Pittsburgh

Mr. Frederick E. Leuschner
Assistant Executive Director
for Communications
Pennsylvania State
Education Association
Harrisburg

The Honorable Harold F. Mowery Jr.
House of Representatives
Harrisburg

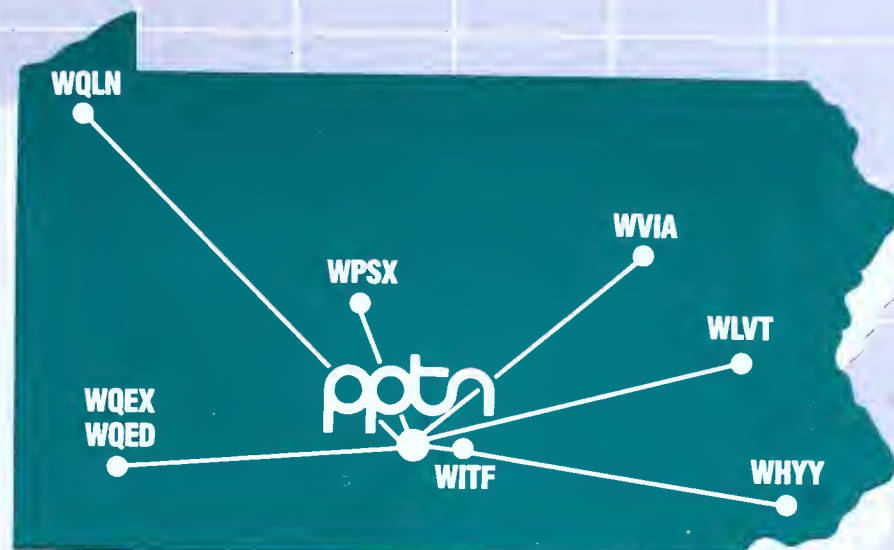
Dr. Herman Niebuhr Jr.
Philadelphia

Mrs. Vivian W. Piasecki
Chairman,
Pennsylvania Historical and
Museum Commission
Philadelphia

Mrs. Diana Rose
Chairman,
Pennsylvania Council on the
Arts
Pittsburgh

Dr. Robert J. Scannell
Vice President and Dean
Commonwealth Educational
System
The Pennsylvania State
University
University Park

Mr. Sheldon P. Siegel
President and General
Manager
WLVT-TV
Allentown/Bethlehem



The Honorable Mark S. Singel
Senate of Pennsylvania
Harrisburg

The Honorable Richard A. Snyder
Senate of Pennsylvania
Harrisburg

Dr. Gerald J. Specter
New Tripoli

The Honorable David W. Sweet
House of Representatives
Harrisburg

Mr. Donald H. Tollefson
Sports Director
WPVI-TV
Philadelphia

Dr. Patrick F. Toole
Executive Director
Central Susquehanna
Intermediate Unit
Lewisburg

Dr. Albert Van Dusen
Vice Chancellor Emeritus
and Professor
University of Pittsburgh
Pittsburgh

The Honorable Robert C. Wilburn
Secretary
Pennsylvania Department of
Education
Harrisburg

ADVISORY MEMBERS

(Non-voting)

Staff

Mr. H. Sheldon Parker Jr.
Secretary-Treasurer and Chief
Executive Officer
Pennsylvania Public
Television Network
Hershey

Legal Counsel

Barbara Drake, Esq.
Deputy General Counsel
Office of General Counsel
Harrisburg

Comptroller

Mr. Ronald W. Blough
Comptroller
Pennsylvania
Department of Education
Harrisburg



Executive Office

H. Sheldon Parker Jr.
General Manager

Richard A. Jones
Assistant General Manager

Kathleen H. Armstrong
*Assistant to the General
Manager*

Violet A. Shoemaker
Administrative Secretary

Constance R. Crowder
Clerk-Typist/Receptionist

Fiscal Office

Rose Lefever
Director of Fiscal Affairs

Lorraine Crandall
Fiscal Assistant

Vincent C. Viozzi
Office Services Assistant

Community Relations

Joan D. Aufiero
*Director of Community
Relations*

Program Operations

Marianne Markey
*Manager of Network
Scheduling*

Gary L. Schlegel
Traffic Manager I

Patrick W. McDonald
Traffic Manager II

Winifred T. Maguire
Traffic Assistant

Operations Center

Larry J. Messenger
*Director of Technical
Operations*

Richard E. Kaelberer
Ronnie A. Smith
Robert E. Swank
*Assistant Directors/Technical
Operations*

Technicians

Paul E. Borusky
Robert K. Boulware
Marlin E. Hobaugh
Lewis R. Keiffer Jr.
James H. Mears
Dale F. Stough
Jocelyn M. Wadley

1985 Annual Report

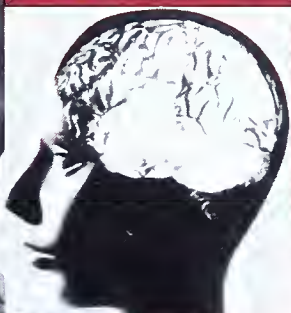
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Pennsylvania
Public Television
Network Commission

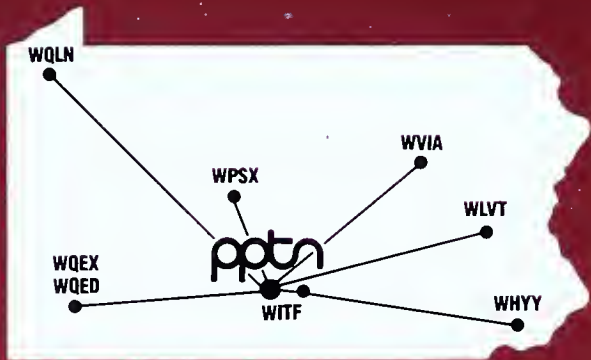
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pptn



STATE LIBRARY OF PENNSYLVANIA
DOCUMENTS SECTION



Pennsylvania Public Television Network Stations

WLVT-TV

Channel 39

Mountain Drive
Bethlehem, PA 18015
Sheldon P. Siegel *President and General Manager*

WQLN-TV

Channel 54

8425 Peach Street
Erie, PA 16509
Robert B. Clark *Vice President and General Manager*

WITF-TV

Channel 33

P.O. Box 2954
Harrisburg, PA 17105
Stewart Cheifet *President and General Manager*

WHYY-TV

Channel 12

Independence Mall West
150 North Sixth Street
Philadelphia, PA 19106
Dr. Frederick Breitenfeld Jr. *President*

WQED-TV

Channel 13

4802 Fifth Avenue
Pittsburgh, PA 15213
Lloyd E. Kaiser *President*

WQEX-TV

Channel 16

4802 Fifth Avenue
Pittsburgh, PA 15213
Lloyd E. Kaiser *President*

WVIA-TV

Channel 44

The Public Broadcasting Center
Old Boston Road
Pittston, PA 18640
Dr. John E. Walsh *President and General Manager*

WPSX-TV

Channel 3

Wagner Annex
The Pennsylvania State University
University Park, PA 16802
Marlowe Froke *General Manager*

Chairman's Letter

M

usic Week on *Mister Rogers' Neighborhood*



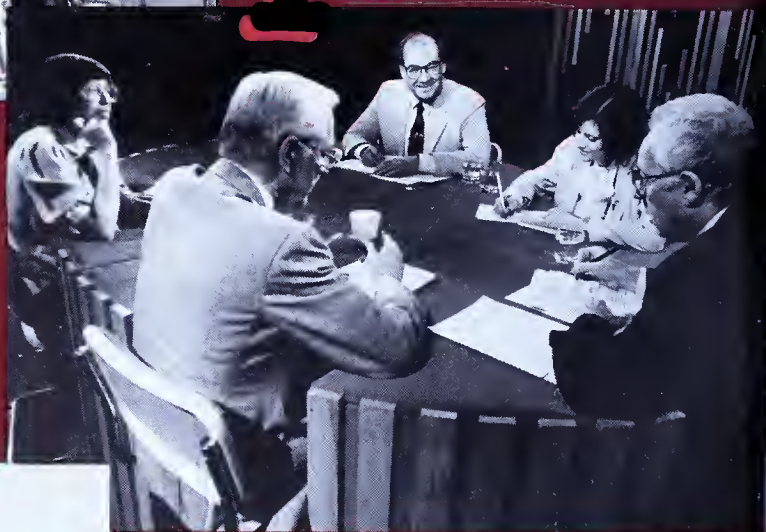
G

reat Moments with
National Geographic



T

op commentary on
Washington Week in Review



T

he Living Planet: A
Portrait of the Earth



My greatest feeling of accomplishment over the years as Chairman of the Pennsylvania Public Television Network is with the excellent quality of public television's programming.



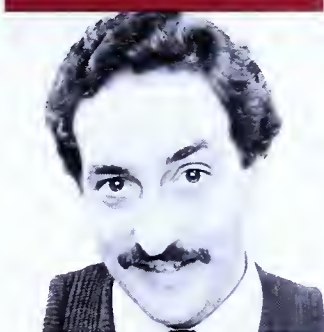
Nature

This emphasis on quality dominates each and every vision of what public television should be. And, believe me, there are many different visions of what public television should be and whom it should serve.

Think about it for a moment. What is public television? What is its unique value to the society it is supposed to serve? What is its mission?

Is it public television's mission to educate? Should all of its programming strive to leave its viewers somehow enhanced? Should it still be called educational television instead of public TV?

Or, should public television try to lead the way and make the whole of television better by offering viewers programs they can't get on commercial television?



Newton's Apple

Many feel that public television's mission is to bring the benefits of privilege, such as the finest in music, drama and dance to all—rich and poor, urban and rural.

Others suggest that public television's true role is to serve the local community through outreach and programming—to see the local need and serve it.

More recently, with the explosion of new technologies and alternative programming, public television has been challenged to compete in the marketplace of viewer choice.

Originally, of course, it was easy. Educational programming was what we were all about. Now, slowly, over the years, that emphasis has shifted to both cultural and community programming and public television's role has expanded dramatically.



Great Performances

It is my belief that the original commitment to quality educational programming shines through all of public television's varied menu of prime time and daytime programming.

It is a commitment to both enlighten and delight, and perhaps, that's what education is all about.

Sincerely,

Philip I. Berman, Chairman

Overview

The Foucault
Pendulum on
Smithsonian World



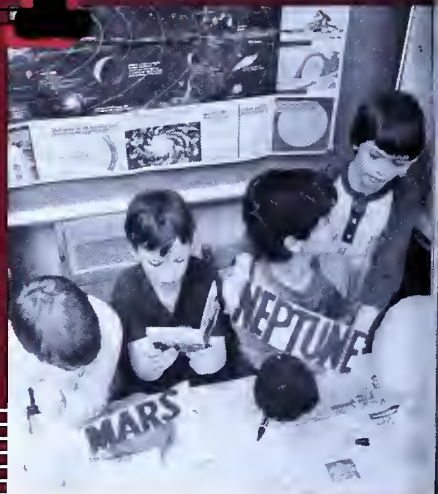
Young viewers learn
about space on *3-2-1
Contact*



Sesame Street
introduces computers



Fifth graders work on
a *Science Unlimited*
project



This annual report focuses on educational programming and the broad panorama of information and entertainment these programs offer public television viewers in Pennsylvania.

Educational television actually got its start in Pennsylvania more than 30 years ago, when the first national conference on educational TV was held at Penn State in 1952. At this conference the chairman of the Federal Communications Commission announced the decision to allocate frequencies for non-commercial, public broadcasting.

Two years later, WQED went on the air as the first public television station in Pennsyl-



Great Moments with
National Geographic

vania and the first community-owned station in the country. WQED then led the way and became the first community-owned station in America to broadcast instructional television for use in the classroom.

In 1969, PPTN was established to link Pennsylvania's seven independent public television stations and to provide support for broadcast operations, instructional TV and programming.

Today, 18.5 million young people nationwide watch instructional TV (ITV). But today's programs are a far cry from the early black-and-white, teacher-at-the-chalkboard ITV programs. They use the magic of modern television to open children's eyes to the

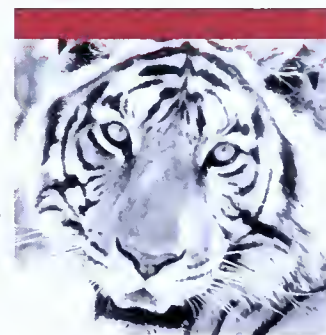
world around them and to stimulate their natural delight in learning.

One example of Pennsylvania's continued excellence in instructional TV is WPSX's *What's In The News*, the longest running ITV series in the nation.

Another is the newly launched statewide project to upgrade science education and incorporate televised science lessons into the school curriculum. This ongoing project, called *Science Unlimited*, is a cooperative effort of educators, the Pennsylvania Department of Education, The Pennsylvania Public Television Network and the seven PPTN member stations.

To make teachers more aware of these and other resources, PPTN this year sponsored a two-day symposium on science education resources. The symposium, called DISCOVERY '85, asked for input from teachers on the most effective use of these resources.

Other highlights this season include the rave reviews for two prime time adult learning series, *The Brain*, and *Heritage: Civilization and the Jews*, and the positive response to the outreach series on child sexual abuse.



Land of the Tiger

Each week over three-and-a-half million Pennsylvanians turn to public TV for its unparalleled mix of information and entertainment. For most viewers, it's hard to say where one ends and the other begins.

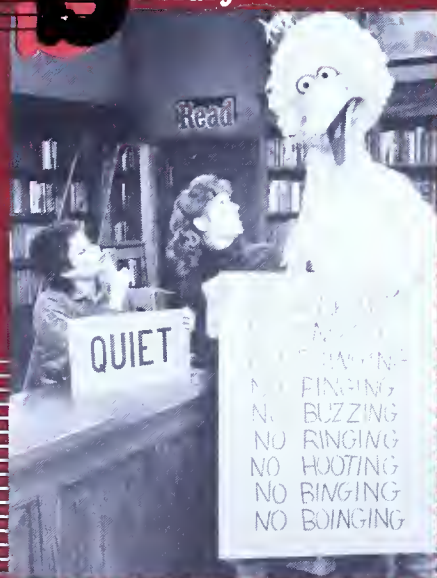
There is a young and impressionable mind out there that is very hungry for information . . . It has latched on to an electronic tube as its main source of nourishment."

Joan Ganz Cooney, creator of *Sesame Street*

Scholastic Scrimmage winners receive awards



Sesame Street takes pre-schoolers to the library



Current events for grade schoolers on *What's In The News*



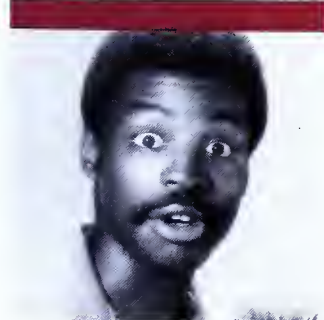
Nova explores the world of pure mathematics



If you haven't sampled instructional TV lately, today's educational programming may surprise you. It has all the action, adventure, animation and special effects of prime time programming. But it is different—by design.

Programs like *Sesame Street*, *3-2-1 Contact* and *What's In The News* are carefully designed to respond to the abilities and interests of children at specific age levels. They often are made for both in-school and after-school use and are designed to capitalize on the unique ability of television to present information in ways that teachers and textbooks alone cannot. Television does not replace teachers. But study after study has shown that television *does* teach.

This year PPTN's Network Operations Center in Hershey supplied Pennsylvania Public Television Network stations with more than



Reading Rainbow

80 different ITV series for broadcast to schools.

These instructional TV programs covered virtually every subject from first grade reading to ad-

vanced biology.

Today, instructional television is changing along with programming. A recent Corpora-



The Voyage of the Mimi

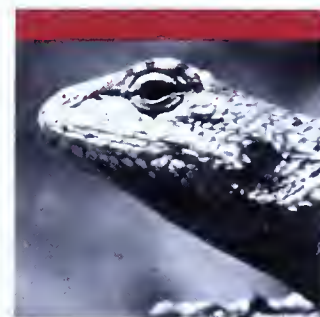
tion Study noted that the video cassette recorder has assumed an increasingly important role in schools.

To take advantage of this new resource, WTTF this year set up an innovative early morning system for delivering ITV programs to schools that have pre-set their video cassette recorders to receive the programming.

Other PPTN stations are linking up with local resources to develop unique educational programming. WHY? this season worked with Philadelphia's Franklin Institute to produce a fresh, provocative series of prime time science spots and WQED is working with local and national organizations on a media approach to upgrade science education and combat science anxiety.

And, in prime time, WLVT's fast-paced, award-winning quiz show, *Scholastic Scrimmage*, continued to showcase the battle among local high schools for academic excellence.

The future looks bright for the many innovative projects that are underway, and teachers at PPTN's symposium on science education resources asked for the in-service training and classroom equipment to use these educational resources more effectively.



Community of Living Things

Television can teach. It can illuminate, it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely lights and wires in a box."

Edward R. Murrow



Kurt Vonnegut's *Displaced Person* on *American Playhouse*



General G. Custer, *Heroes and the Test of Time*, *Smithsonian World*



What do teachers nationwide rank as the Number One educational series? It's the prime time science series *NOVA*, viewed by 10.5 million students as part of their high school science curriculum.

So where does prime time programming end and educational programming begin? The answer is that most public television programming is a skillful blend of information and entertainment.

This season saw *Spaceflight* recapture some of the most exhilarating moments of the "space race," while *The Living Planet: A Portrait of the Earth* traced the earth's geological cycle showing the planet as it has developed over the millenia.



Jean Shepherd's *America*

The acclaimed *Jewel in the Crown* kept viewers entertained with an extraordinary 14-part series about love, death and intrigue during the final years of British rule in India.

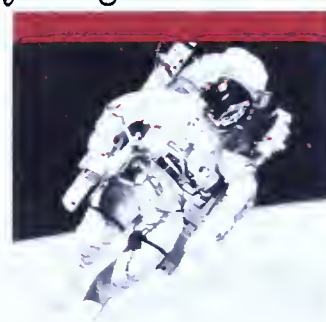
And, in the seven years since *The Shakespeare Plays* premiered in prime time on



Shakespeare's *King John*

public TV, literally millions of students at schools all over America have overcome the "fear of Shakespeare" through this unique series. Working with free classroom materials provided by the series underwriters, English and drama teachers have assigned for viewing and study every one of the 37 plays presented.

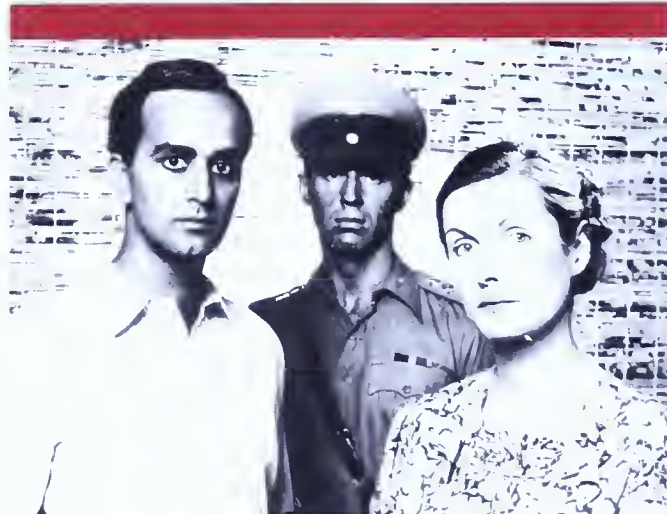
For nature lovers—young and old—programs like *Wild America*, *Nature* and *Outdoor Pennsylvania* continued to be a constant source of delight and information.



Spaceflight

If knowledge begins with wondering . . . public TV is a unique resource to spark that curiosity.

The Jewel in the Crown



"Information is the currency of democracy"

Ralph Bunker

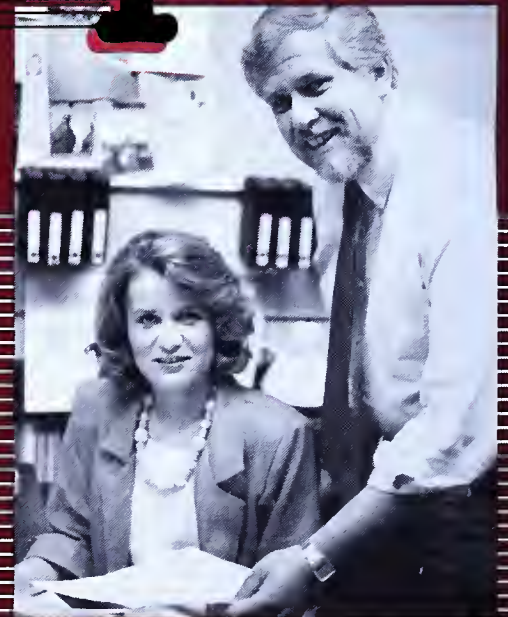
Ian Shoales narrates
the documentary *Trash*



Panelists debate on *The Military
and the News Media*



The People's Business
Capitol Report



Memory of the Camps,
Frontline



The MacNeil/Lehrer Newshour
Frontline

The People's Business

People turn to public TV when they want in-depth news coverage on a state and national level. There is no substitute for *Frontline's* coverage of the "Crisis in Central America" or *The People's Business* weekly report on what's happening in the state capital.

When it counts—at election time—*The People's Business*, which is produced for PPTN by WQED, broadcasts debates between state-



Mark Russell Comedy Specials



Jane Alexander, *Testament*

wide candidates, and PPTN stations WLVT, WPSX and WQLN regularly air debates between candidates for local office. WLVT alone broadcasts more than 20 hours of election coverage each year and this year marked its 17th year of live election night coverage.

To educate tomorrow's voters WVIA this

year served as Pennsylvania headquarters for the 1984 National Student/Parent Mock Election, with over 400 Pennsylvania schools participating in this student election. WVIA updated results of the mock election during live station breaks and, at WITF, interested students worked to receive and tabulate results and provide analysis during the live broadcast of *The Youth Vote*.

Pro-Con, a statewide issues forum produced for PPTN by WITF, and PPTN-funded Pennsylvania Specials, such as WHYY's *Trash* and WQLN's *Born for the U.S.A.*, dealt with issues that must be addressed on a community and governmental level.

And, on a more dramatic level, *American Playhouse's* "Testament" awakened viewers to something unthinkable that could actually happen—a nuclear holocaust.

When people need information and thoughtful analysis, they turn to public TV.



Tony Brown's Journal

FDR:
An
American
Hero



In the vernacular of *Star Wars*, television can be described as 'The Force' of today. It is the frame in which we view the dimensions of our society. It reflects the quality of our culture and the character of our priorities. It is the determining influence on our politics, our economics, our ethics, our aesthetics, as well as our psychological and social perceptions."

Larry Grossman, former president, PBS

Child Sexual Abuse:
What Your Children
Should Know



Mister Rogers and
Chrissie help viewers
understand handicaps



Martin Sheen narrates
the story of Scranton's
Sister Adrian



Outreach gives television programming a whole second dimension.

Did you know, for example, that the "Mister Rogers' Plan and Playbook" has been mandated by state daycare agencies in Pennsylvania for distribution to all licensed daycare centers?

The 350-page activity book, designed primarily for at-home daycare providers, helps caregivers use the *Mister Rogers' Neighborhood* television series as an active learning tool for preschoolers.



Ed Asner, *Battered Wives, Shattered Lives*

And, for grade schoolers, the Emmy-award winning science series *3-2-1 Contact* has been establishing 3-2-1 Contact Clubs with the help of local youth groups. When it premiered in 1980, the ongoing series drew over 23 million home viewers, with many more viewing in school.

Prime time specials such as this year's *Breathing Easy* and *Battered Wives, Shattered Lives*, and the landmark series, *Child*

Sexual Abuse: What Your Children Should Know continue to involve the community in followup and outreach modeled on the successful *Chemical People* nationwide outreach to combat teenage drug and alcohol abuse.

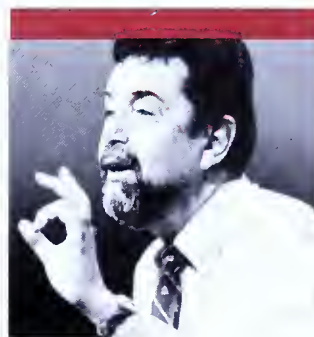
On a smaller scale, the six-part instructional series *Old Enough to Care* has been used to encourage interaction between schools and local chapters of the American Association of Retired Persons to help teenagers break through the generation gap.

On the local level, WQED this spring received close to 5000 requests for information as a result of an hour-long television special *The Job/Help Network: A Video Catalog*. The television special was a first step in a major new effort to help the unemployed in southwestern Pennsylvania. This unique partnership between WQED and five area Private Industry Councils also included a series of programs designed to combat adult illiteracy.



Little People

Old Enough to Care



Leo Buscaglia, *Loving Relationships*

The result of the educative process is the capacity for further education."

John Dewey

Debate on *The Constitution: That Delicate Balance*



How-to on *The Frugal Gourmet*



Talmudic sage, *Heritage: Civilization and the Jews*



The New Literacy for the electronic age



Since its start in 1981, nearly a quarter of a million people have enrolled in college telecourses through the PBS Adult Learning Service. These people have earned academic credit for the telecourses through local colleges and universities.

This year alone more than 120,000 students enrolled nationwide as public television offered an unprecedented number of college courses based on prime time series: *The Brain*, *The Constitution: That Delicate Balance*, and *Heritage: Civilization and the Jews*.



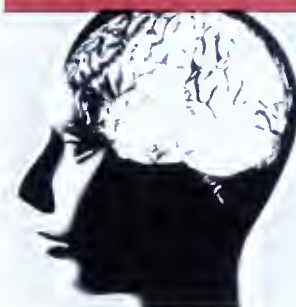
This Old House

This educational bounty was due in part to the first results of the Annenberg/CPB Project, a multi-million dollar effort to develop new college-level materials using communication technologies.

The PBS Adult Learning Service also offers a wide variety of other courses, including *Through the Genetic Maze*, produced by WPSX and The Pennsylvania State University. And WPSX, through its Independent

Learning Program, enrolls more than 10,000 adult students in courses that are offered for college credit or job training.

A recent survey conducted for the Annenberg/CPB project shows that students enrolled in television courses for college credit



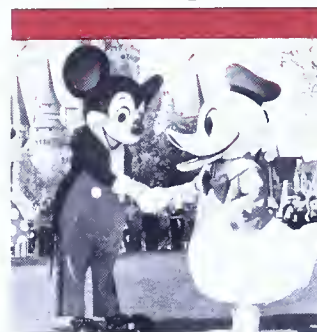
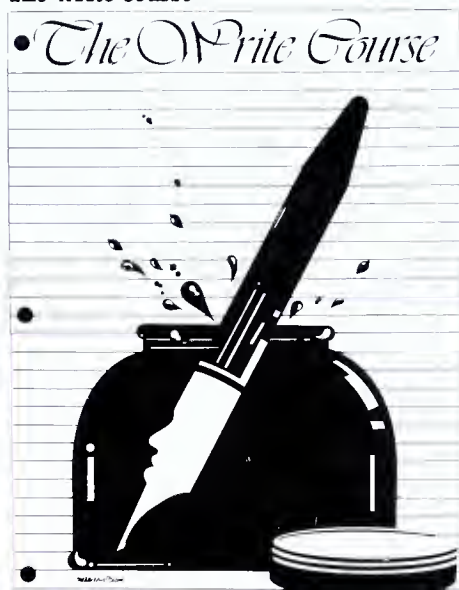
The Brain

are more likely to be women and to be employed. The majority are married and more than 50 percent have at least one dependent. Sixty-one percent were between the ages of 22 and 40.

For first-time telecourse students, data in the survey showed that these courses attract students who have not been enrolled before in the college offering the TV course, nor have they attended college within a year.

This year's prime time series were outstanding whether viewed for college credit or, as is more often the case, just for enjoyment. And, for the how-to buff, public TV continued to offer a weekend lineup of popular fare ranging from the *Do-It-Yourself Show* to *The Frugal Gourmet*.

The Write Course



In Search of Excellence

In Pennsylvania, school district and state support for instructional television service has decreased during the past ten years. And, as a result, public television stations have had to decrease ITV staff and cut back ITV broadcast schedules.

As an independent commission of state government, the Pennsylvania Public Television Network provides grants to PPTN member stations for broadcast operations and programming, and this year allocated an additional \$500,000 to help stations fund their instructional television operations.

The Pennsylvania Department of Education this year also allocated \$300,000 to buy instructional television programs for broadcast on PPTN stations. Unfortunately, these

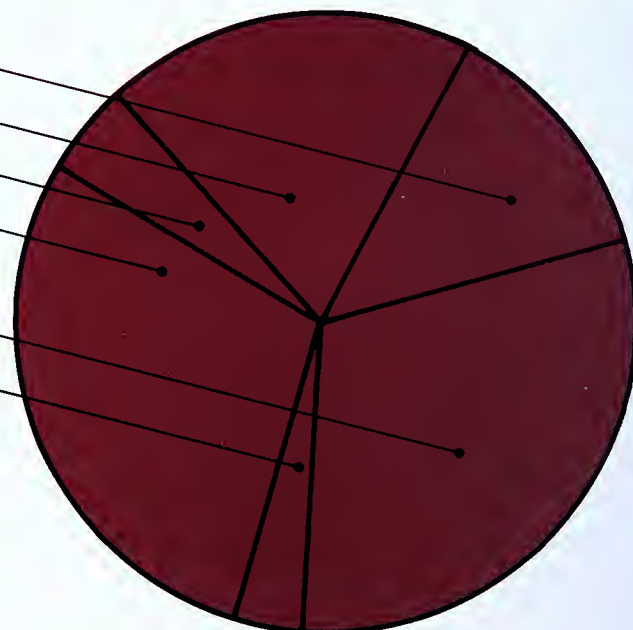
program acquisition costs are recurring costs, because program producers generally do not sell their programs; they sell only limited rights to broadcast their programs.

Where is ITV going? A recent School Utilization Study for the Corporation for Public Broadcasting reported that teachers using television are using it more often and spending more time integrating the televised lessons into classroom activity.

In the immediate future, interactive computer programming and other new technologies will certainly continue to expand the way public television can serve the educational community, but the bottom line continues to be adequate funding for the creative use of instructional television resources.

FUNDING SOURCES FOR PUBLIC TELEVISION IN PENNSYLVANIA

Federal	13%
Commonwealth	17.4%
Universities, Schools & Local Government	5.3%
Foundations, Business & Industry	29.2%
Membership and Other Station	
Fundraising.	31.4%
Miscellaneous	3.7%



Financial Report

3

OPERATING FUND**Fiscal Year Ended June 30, 1985**

Station Support	General Operations	\$ 2,584,895
	Capital Equipment & Facilities	356,278
	Equipment Lease	343,722
	Minority Training	149,100
	Sub-Total	\$ 3,433,995
Networking	Commission & Executive Offices	\$ 280,220
	Fiscal Office	332,907
	Community Relations	61,234
	Technical Operations	1,922,554
	Network Scheduling	119,090
	Sub-Total	\$ 2,716,005
Total Operating Fund		\$ 6,150,000

PROGRAMMING FUND

Station Support	Program Acquisition/Local Production	\$ 1,382,213
	Promotion	74,787
	Community Service	94,000
	Sub-Total	\$ 1,551,000
Statewide Services	Program Production	\$ 1,159,000
	Program Promotion	108,000
	Audience Research	32,000
	Sub-Total	\$ 1,299,000
Total Programming Fund		\$ 2,850,000
Total Appropriation		\$ 9,000,000

Thanks to a generous grant from the Commonwealth, PPTN this year was able to replace its outdated traffic and routing system with a new computer-operated system that will enable PPTN to handle network operations with greater speed and flexibility. The new system allows PPTN to add stereo television and to make expanded educational programming available through new technologies.

PPTN's Network Operations Center in Hershey is the hub of a sophisticated, two-way, 1600-mile microwave system that interconnects PPTN with all seven Pennsylvania Public Television Network stations. The Operations Center operates 17 hours a day, seven days a week, every day of the year.

With the hub and spoke microwave sys-

tem, PPTN can send programs to one or all stations, or stations can originate programs and send them through PPTN to other stations. Several stations also can be combined for a single program.

PPTN's interconnect also cuts costs by using one taping at PPTN to serve many stations and offers stations the option of delayed program feeds.

PPTN's satellite receiving dish, located on the grounds of the State Police Academy in Hershey receives PBS programming and regional programs from educational and other sources.

PPTN also serves as the state distributor of the Emergency Broadcast System alerts and programming.

PPTN Network
Operations Center



COMMISSION OFFICERS

Chairman

Mr. Philip I. Berman
Allentown

Vice Chairman

Mr. Louis I. Pollock
*President
Morris Coupling Company
Erie*

COMMISSION MEMBERS

Dr. Helen B. Craig
*Research Coordinator
Western Pennsylvania School for the
Deaf
Pittsburgh*

Mrs. Lois Lehrman Grass
Harrisburg

The Honorable Edward L. Howard
*Senate of Pennsylvania
Harrisburg*

Joseph D. Hughes, Esq.
Pittsburgh

Mr. Frederick E. Leuschner
*Assistant Executive Director for
Communications
Pennsylvania State Education
Association
Harrisburg*

The Honorable William R. Lloyd Jr.
*House of Representatives
Harrisburg*

Dr. Herman Niebuhr Jr.
Philadelphia

Mrs. Vivian W. Piasecki
*Chairman
Pennsylvania Historical and Museum
Commission
Philadelphia*

Mrs. Diana Rose
*Chairman,
Pennsylvania Council on the Arts
Pittsburgh*

Dr. Robert J. Scannell
*Vice President and Dean
Commonwealth Educational System
The Pennsylvania State University
University Park*

The Honorable Paul W. Semmel
*House of Representatives
Harrisburg*

Mr. Sheldon P. Siegel
*President and General Manager
WLVT-TV
Allentown/Bethlehem*

The Honorable Mark S. Singel
*Senate of Pennsylvania
Harrisburg*

The Honorable Margaret A. Smith
*Secretary
Pennsylvania Department of Education
Harrisburg*

Dr. Gerald J. Specter
New Tripoli

Mr. Richard A. Stafford
*Director, Corporate Finance
Russell, Rea & Zappala
Pittsburgh*

Mr. Donald H. Tollefson
*Sports Director
WPVI-TV
Philadelphia*

Dr. Patrick F. Toole
*Executive Director
Central Susquehanna Intermediate
Unit
Lewisburg*

Dr. Albert C. Van Dusen
*Vice Chancellor Emeritus and
Professor
University of Pittsburgh
Pittsburgh*

ADVISORY MEMBERS

(Nonvoting)

Staff

Mr. H. Sheldon Parker Jr.
*Secretary-Treasurer and Chief
Executive Officer
Pennsylvania Public Television
Network
Hershey*

Legal Counsel

Barbara Drake, Esq.
*Deputy General Counsel
Office of General Counsel
Harrisburg*

Comptroller

Mr. Ronald W. Blough
*Comptroller
Pennsylvania Department of Education
Harrisburg*

Executive Office

H. Sheldon Parker Jr.
General Manager

Richard A. Jones
Assistant General Manager

Kathleen H. Armstrong
Assistant to the General Manager

Violet A. Shoemaker
Administrative Secretary

Constance R. Crowder
Clerk-Typist/Receptionist

Fiscal Office

Rose Lefever
Director of Fiscal Affairs

Lorraine Crandall
Fiscal Assistant

Steven Schaeffer
Office Services Assistant

Community Relations

Joan D. Aufiero
Director of Community Relations

Program Operations

Marianne Markey
Manager of Network Scheduling

Gary L. Schlegel
Traffic Manager II

Patrick W. McDonald
Traffic Manager I

Winifred T. Maguire
Traffic Assistant

Operations Center

Larry J. Messenger
Director of Technical Operations

Richard E. Kaelberer

Ronnie A. Smith

Robert E. Swank
*Assistant Directors/Technical
Operations*

Technicians

Paul E. Borusky

Robert K. Boulware

Earl J. Gibson Jr.

Marlin E. Hobough

Lewis R. Keiffer Jr.

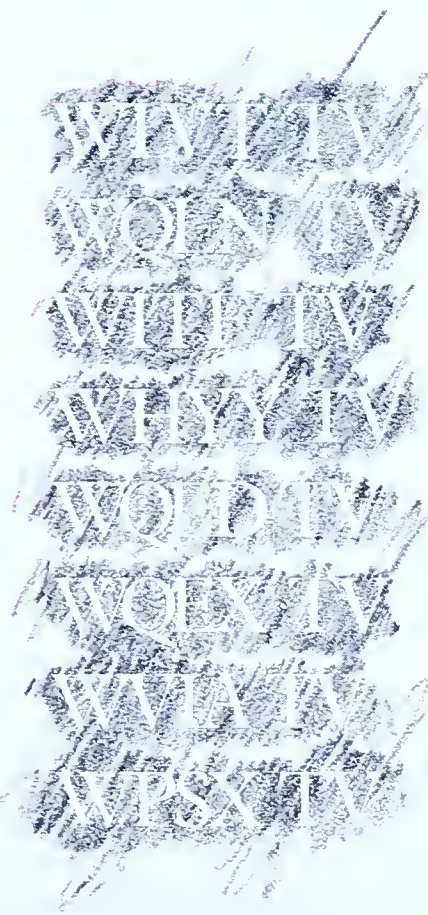
James H. Mears

Dale F. Stough

Wild America host
Marty Stouffer and
daughter, Hannah



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C.1



Pennsylvania Public Television Network Stations

Channel 39 ■ Mountain Drive, Bethlehem, PA 18015
Sheldon P. Siegel *President and General Manager*

Channel 54 ■ 8425 Peach Street, Erie, PA 16509
Robert B. Clark *Vice President and General Manager*

Channel 33 ■ P.O. Box 2954, Harrisburg, PA 17105
Stewart Cheifet *President and General Manager*

Channel 12 ■ Independence Mall West, 150 North Sixth Street, Philadelphia, PA 19106
Dr. Frederick Breitenfeld Jr. *President*

Channel 13 ■ 4802 Fifth Avenue, Pittsburgh, PA 15213
Lloyd E. Kaiser *President*

Channel 16 ■ 4802 Fifth Avenue, Pittsburgh, PA 15213
Lloyd E. Kaiser *President*

Channel 44 ■ The Public Broadcasting Center, Old Boston Road, Pittston, PA 18640
Dr. John E. Walsh *President and General Manager*

Channel 3 ■ Wagner Annex, The Pennsylvania State University, University Park, PA 16802
Marlowe Froke *General Manager*



WQEX
WQED

WPSX

WMA

WLVY

OPTN

WIFE

WHTY

C H A T R M A N

A composite of the planet Jupiter and her moons on the series *Planet Earth*.



It's been an honor to serve as chairman of the PPTN Commission for all but ten months of its existence. As you may know, the commission was established in November 1968 and the network went into operation the following May.

During those years, I've seen public television grow and its audience more than double. PPTN stations now serve over 3½ million viewers in Pennsylvania.

Back in the mid-seventies, when public television was just coming into its own, the PPTN Commission

and the seven member stations undertook a statewide ascertainment—or survey—to ask the people of Pennsylvania what they wanted public television to do. Thousands of Pennsylvanians from all walks of life shared their opinions, and the commission adopted a series of program recommendations that have guided the network for more than a decade.

Public affairs programming emerged as the top priority in that original survey, and the award-winning public affairs program, *The People's Business*, went on the air. That show celebrated its tenth anniversary this

year and continues to be Pennsylvania's only weekly Capitol newsmagazine.

The seven other program needs identified in the 1974 survey have formed the basis of other statewide programming such as the popular *Outdoor Pennsylvania* series and the many PPTN-funded Pennsylvania specials.

The 1974 survey has served us well. But it's important to look ahead. With an eye to the future, PPTN this year took the first steps toward updating this original study. Over the next two years, opinions and comments will be gathered from viewers and community

A great horned owl stars on the popular *Nature* series.



Storyteller Garrison Keillor hosts *A Prairie Home Companion Television Special*.

John Williams conducts as *Evening at Pops* celebrates its sixteenth broadcast year.



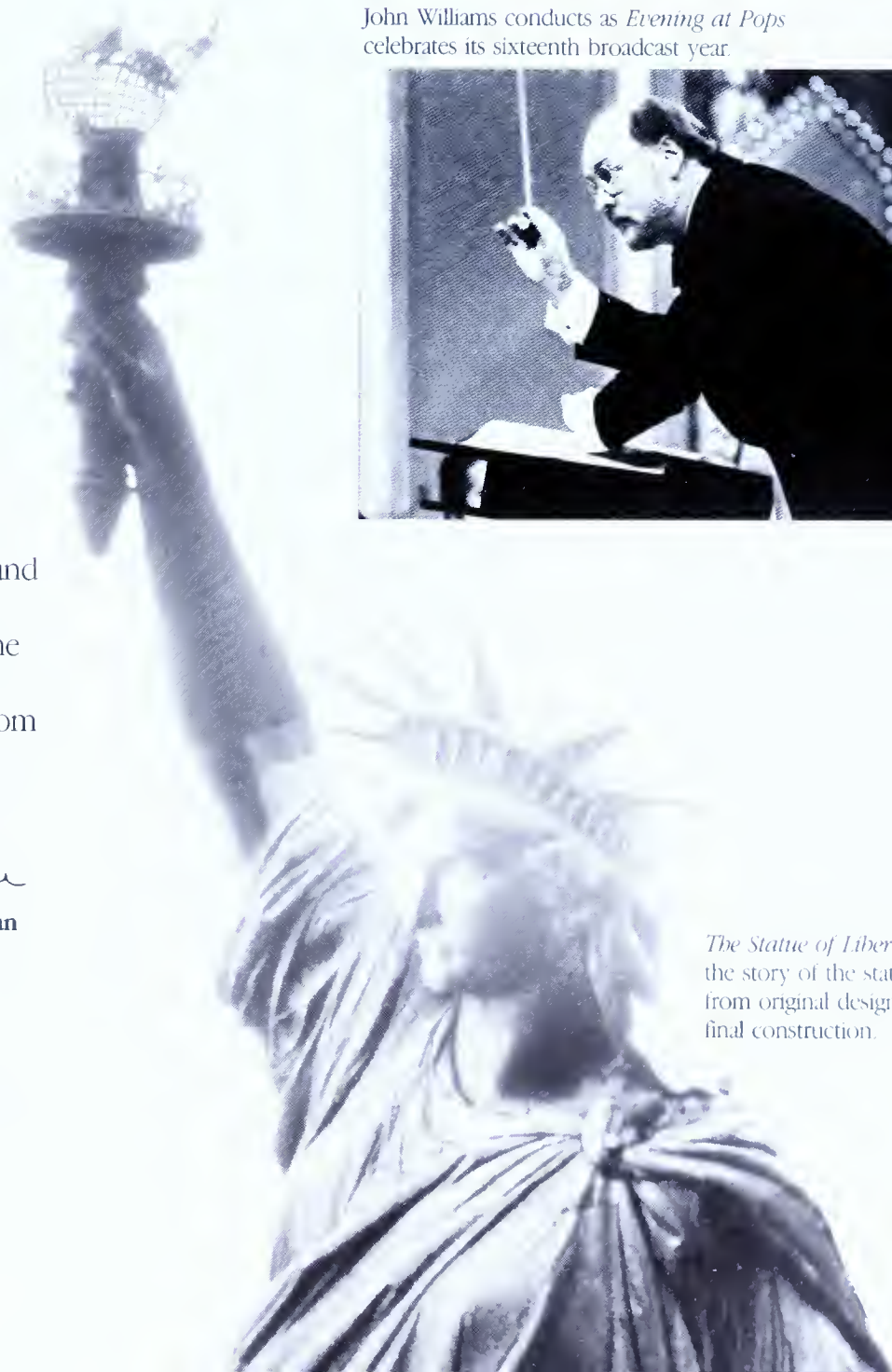
leaders to build on present data and to chart directions for public television in Pennsylvania over the next decade.

We look forward to hearing from you.

Sincerely,

Philip I. Berman, Chairman

The Statue of Liberty, the story of the statue from original design to final construction.



O

V

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R



WQLN's *Aviation Trilogy* profiles Larry Gehrlein, one of Pennsylvania's living legends in aviation.



Geraldine Chaplin in the title role of "My Cousin Rachel" on *Mystery*.

The Courage to Care, the story of non-Jews who risked their lives to protect Jews from Nazi persecution.



This year has been one of planning and outreach for public television in Pennsylvania: planning to insure that public television continues to play a vital role in Pennsylvania's future; outreach to identify community problems and, hopefully, to be part of their solution.

The planning process at PPTN moved forward this year on a number of fronts.

■ To insure that the network's statewide microwave interconnect is used to its fullest, PPTN applied to the state for a Productivity Investment Initiative grant. PPTN used this grant to explore ways in

which interested Commonwealth and non-profit agencies might use the network's 1600-mile, two-way microwave link to conduct business via teleconference.

■ To gather baseline information on educational television in Pennsylvania, PPTN funded a statewide study of instructional television and its use in the schools. Information from this study will be used to plan new initiatives to foster greater use of this valuable educational resource.

■ PPTN began implementing a demonstration project that will use TV captioning techniques to provide textual news and information for the deaf and

NOVA follows a chase team of scientists as they pursue a tornado.



Mark Twain's "Adventures of Huckleberry Finn" on *American Playhouse*.

King Penguins on the *Survival Specials* series.



hearing impaired. PPTN's Long Range Planning Committee spearheaded the project and worked with the Pennsylvania Society for the Advancement of the Deaf to survey the needs of Pennsylvania's hearing impaired. The survey indicated widespread interest in a TV text service and led to the demonstration project.

■ To assess statewide and community needs, PPTN and the seven stations met to consider the economic challenges facing Pennsylvania and to look at ways in which public television might enhance the quality of life in Pennsylvania. As a result of this

meeting, a study was initiated to review existing information on program priorities and community needs and to update this information with new input from opinion leaders and interested viewers.

It was a banner year for community outreach as public television stations nationwide formed the Public Television Outreach Alliance. This year the alliance focused its efforts on Project Literacy U.S. (PLUS), an unprecedented collaboration between ABC and PBS to combat the problem of adult illiteracy.

This annual report will highlight the programming and community outreach that makes public television such a vital part of life in the Commonwealth.



The People's Business, Pennsylvania's only weekly Capitol newsmagazine.

An arrest for drug possession on "The War on Drugs," a 10-part series on *The MacNeil/Lehrer Newshour*.



Unfinished Business, the story of Japanese Americans interned during World War II. Here two internees perform at a relocation center.



PTN dramatically increased its coverage of statewide issues this year with the premiere of *The State of Pennsylvania*, a weekly news and current affairs program produced for PPTN by WITF. The new series complements the more general newsmagazine format of *The People's Business* by focusing each week on a single statewide issue.

Both *The State of Pennsylvania* and *The People's Business* covered statewide candidates in this election year, and many PPTN stations, including WLVT, WPSX and WQLN, devoted extensive air time to local candidates and issues.

Other PPTN-funded specials touched on a wide range of statewide issues: WITF's *Risky Business: Nuclear Power in the '80s* examined the nuclear power industry in Pennsylvania; WLVT's *Louis Rukeyser Looks at Pennsylvania Business* reported on the state's economy; and WQLN's *Three Lives* offered an insightful portrait of women in public service.

Public television established itself as a forum for hotly debated national issues this season when it aired *The Abortion Battle*, three hours of films and commentary reflecting the diametrically opposed pro-life and pro-choice positions.

And, in the critically acclaimed "Star Wars," NOVA and *Frontline* collaborated to examine both the scientific and political consequences of this country's Strategic Defense Initiative.

Other highlights of this public television season included the award-winning series *War: A Commentary* by Gwynne Dyer; a

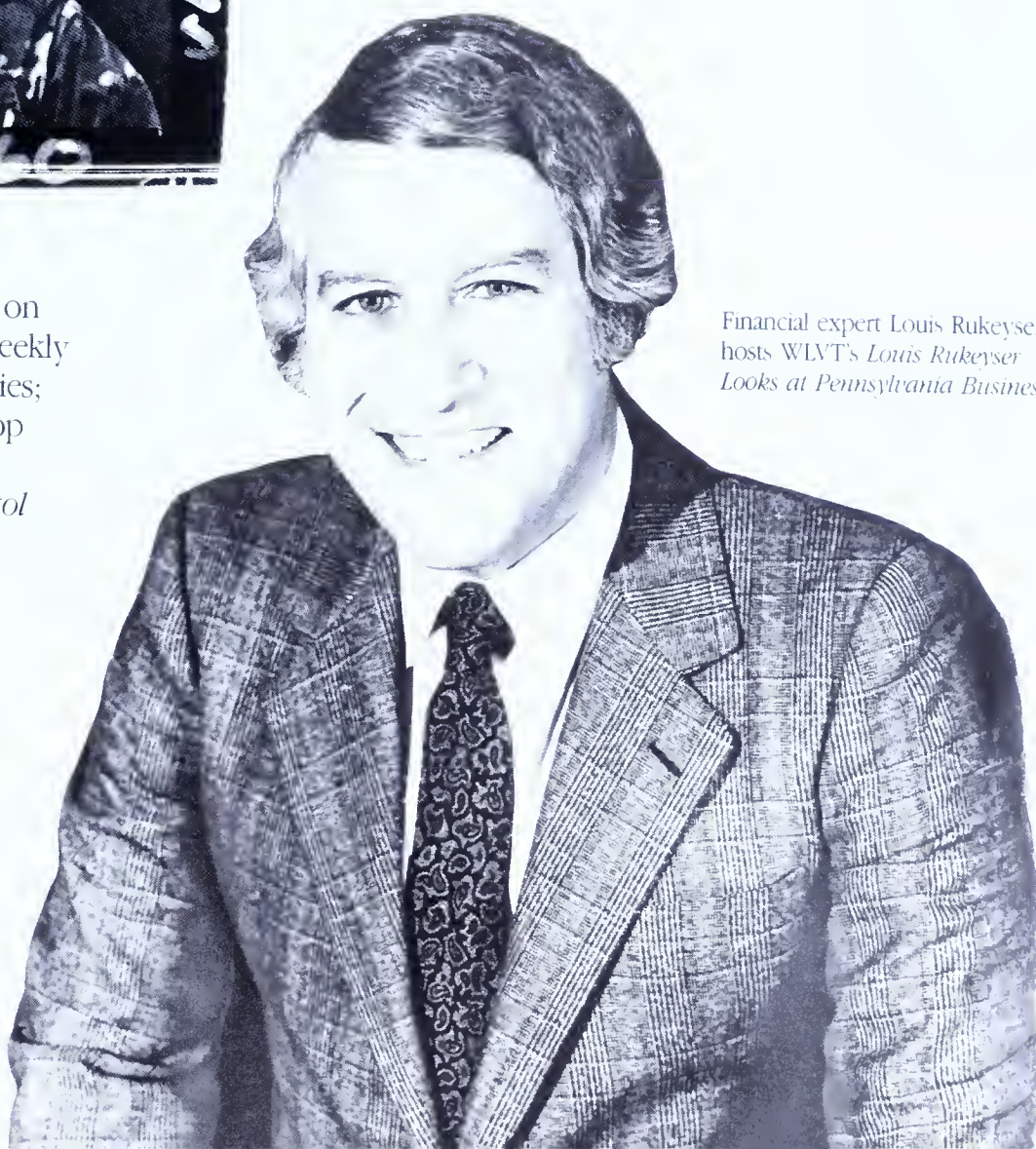


"The Bloods of 'Nam
on *Frontline*.



Correspondent Hodding Carter and producer
Christopher Koch discuss plans for *Capitol
Journal*, a weekly newsmagazine on Congress.

solid lineup of new programs on
Frontline, the nation's only weekly
public affairs documentary series;
and insights into the week's top
news on *Washington Week in
Review*, *Firing Line* and *Capitol
Journal*.



Financial expert Louis Rukeyser
hosts WLVT's *Louis Rukeyser
Looks at Pennsylvania Business*.

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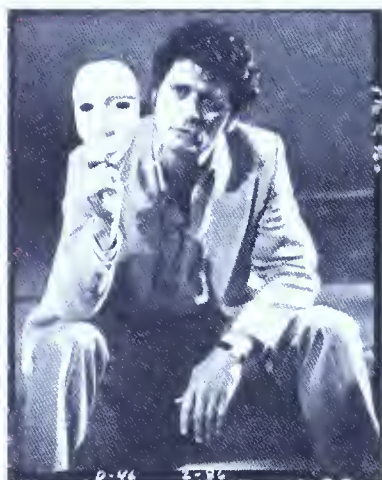
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Kermit the Frog and Miss Piggy host "Cinderella" on *Dance in America*.



Actor Tony Musante stars in WVIA's *Last Waltz on a Tightrope*.



Multi-media performing artist Laurie Anderson on *Alive From Off Center*.

This year PPTN stations shared unique cultural events with fellow Pennsylvanians through the Pennsylvania Public Television Network. Two specials produced by WHYY, *Who is Red Grooms?* and *Chagall in Philadelphia*, highlighted major local art exhibitions, and WLVT presented a program of stirring patriotic music performed by the Allentown Band, America's oldest organized band.

WVIA explored the workings of the respected Bloomsburg Theater Ensemble and topped off the season by producing an original drama



The work of artist Red Grooms on WHY's *Who is Red Grooms?*



The Tranco Tower in Houston on *Pride of Place: Building the American Dream*.

Benny Goodman solos on a special two-hour musical tribute.



starring Academy Award-winning actress Louise Fletcher and costarring veteran actor Tony Musante.

One of the hottest public television series to debut nationally was *Alive From Off Center*, an offbeat series that created an entirely new class of performance video. At the other end of the spectrum, public TV featured the exclusive American telecast of the Kirov Ballet, the legendary Russian dance company.

Musically public television helped celebrate the Boston Pops 100th birthday and kicked off a second decade of *Austin City Limits* for country music lovers.

Great Performances launched its 13th season of theater, opera and dance with highlights such as Graham Greene's bizarre tale "Dr. Fischer of Geneva," "Cavalleria Rusticana" starring Placido Domingo, and Dance Theater of Harlem's "A Streetcar Named Desire."

American Playhouse's fifth season was front and center with the Pulitzer Prize-winning drama "Sunday in the Park with George," and Mark Twain's classic "Huckleberry Finn."

In two different expressions of Americana, Garrison Keillor brought

his popular radio show, *A Prairie Home Companion*, to public TV, and architect Robert A.M. Stern hosted *Pride of Place*, a series of programs examining American architecture in its historical and cultural context.

The season was a richly woven cultural mix.

E

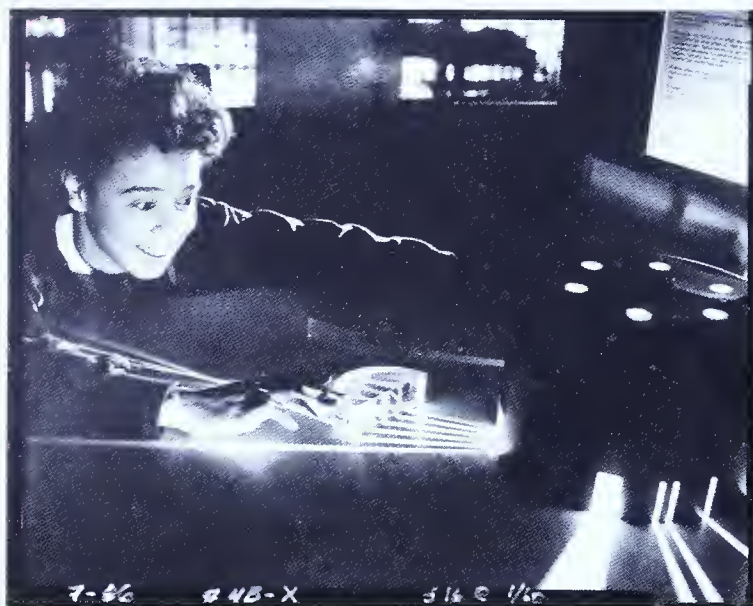
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Learning the properties of light on *3-2-1 Contact*.



Kyla Lightfoot and the skeleton Bonaparte host segments of *Owl/TV*, a new children's series.



Mister Rogers discovers that penguin families can be loving and protective, just like human families, on *Mister Rogers' Neighborhood*.



Educational television in its broadest sense cuts across the whole broadcast day on public TV. It's *NOVA*, the prime time science series that's also viewed by 10.5 million students as part of their high school curriculum. It's *Planet Earth*, a prime time hit and a dynamic Adult Learning Service telecourse in Geophysics. It's erupting volcanoes, flying pigs and talking frogs on *Reading Rainbow*, the series that millions of children watch because it makes reading fun. It's a whole array of programs and

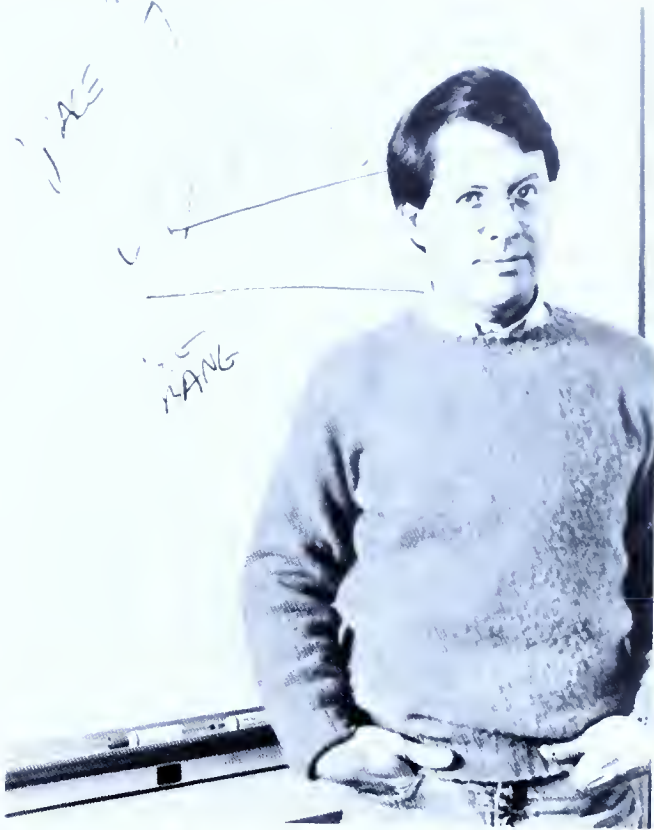
series like *The Statue of Liberty* and *This Old House*. You name it. Public television is a stimulating blend of information and entertainment.

Educational television in its narrower sense is television that's designed to be used as an integral part of a classroom curriculum. Educational television complements classroom teaching by doing what television does best: It opens children's eyes to the world around them and stimulates their natural curiosity and delight in learning. PPTN and the seven stations offer more than 85 different instructional television series for use in Pennsylvania schools, including

What's In The News, a nationally distributed current events series produced by WPSX.

To get input on how instructional television might be used to improve math literacy, PPTN this year sponsored a statewide symposium on math education resources. The conference, a followup to last year's successful symposium on science education resources, brought together a broad cross section of teachers and other leaders in math education.

Science journalist Timothy Ferris on *The Creation of the Universe*



A nest of baby barn swallows on *NOVA's Animal Architects*.

To gather baseline information on how educational television is being used throughout Pennsylvania, PPTN also funded a statewide survey of instructional television. Data from the survey will be used to plan new initiatives for the creative use of educational television as a curriculum resource.

Sesame Street celebrates its seventeenth year on public TV.



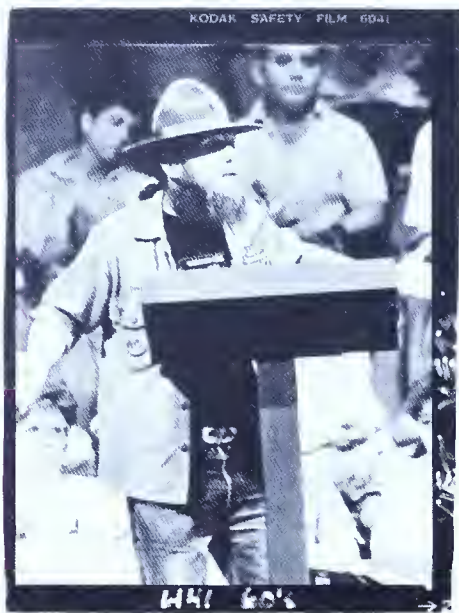
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Sesame St

COMMUNITY

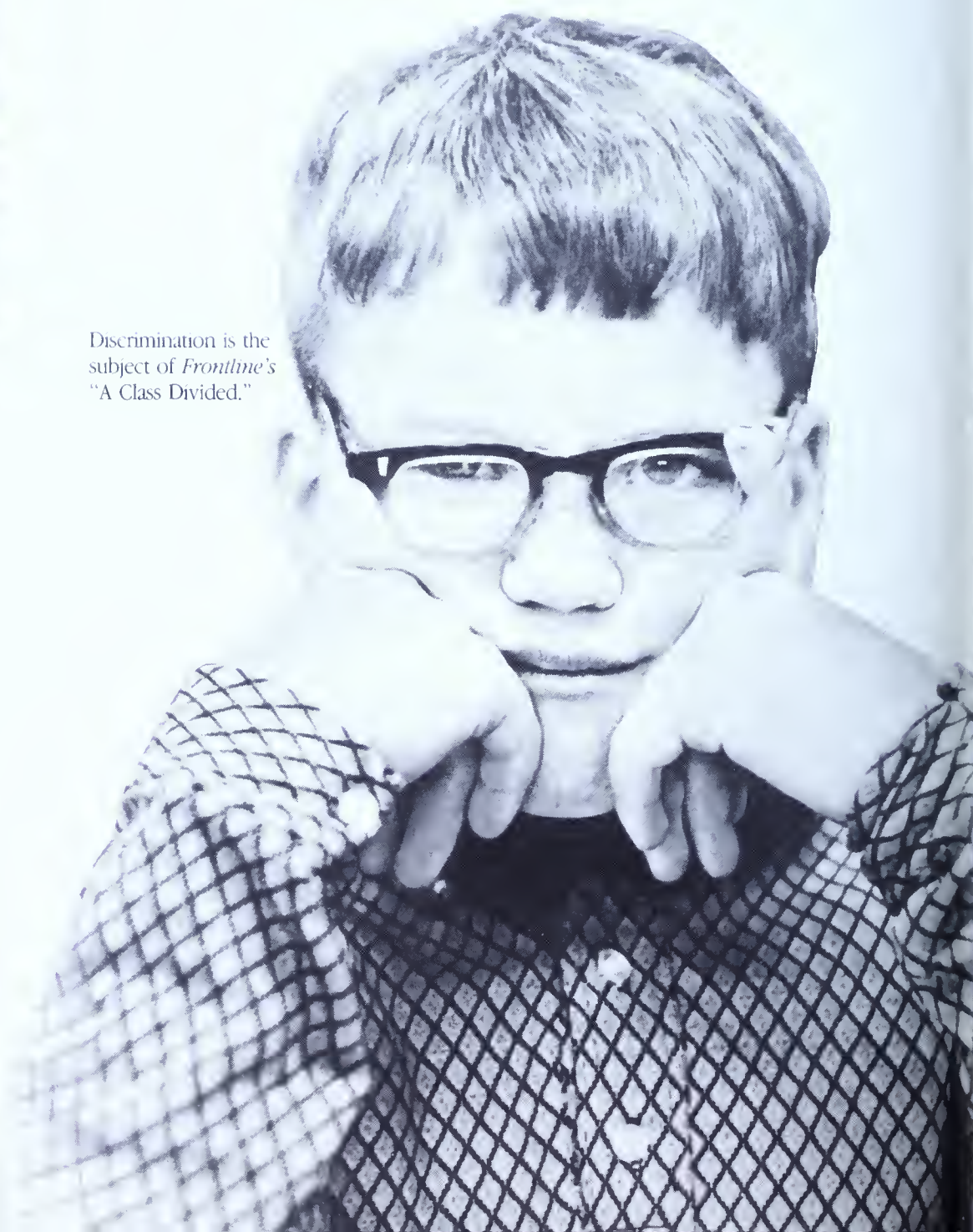
Robert Duvall, center, narrates *Hispanus*, a series about Hispanics in the U.S.



Vietnam veterans talk about their experiences on *A Program for Vietnam Veterans ... and Everyone Else Who Should Care*.



Discrimination is the subject of *Frontline's* "A Class Divided."



LPTN stations joined with public television stations nationwide this year to form the Public Television Outreach Alliance. The alliance formalized a unique broadcast concept known as outreach—a concept that public television stations pioneered and have fine-tuned over the years. Outreach couples national programming on serious issues facing our nation with a wide range of individual community broadcasts and activities. The alliance national office is located at WQED in Pittsburgh.



Jim Lehrer, host of *My Heart, Your Heart*, works out under doctor's watchful eye.



The award-winning *Skin Horse* examines the sexuality of severely disabled people. Narrator Nabil Shaban with skeleton of "The Elephant Man."

Black Champions chronicles the history of blacks in American sports.



As part of the outreach alliance, PPTN stations worked with community leaders to have local literacy services in place before a national radio and television campaign for Project Literacy U.S. (PLUS). PLUS, the alliance's first project, was cosponsored by ABC and PBS to combat the problem of adult illiteracy.

In other outreach activities, PPTN worked to launch a demonstration project that uses TV captioning techniques to provide textual information for the deaf and hearing impaired. Two PPTN stations, WHYY in Philadelphia and WQEX in Pittsburgh, are participating in the project.

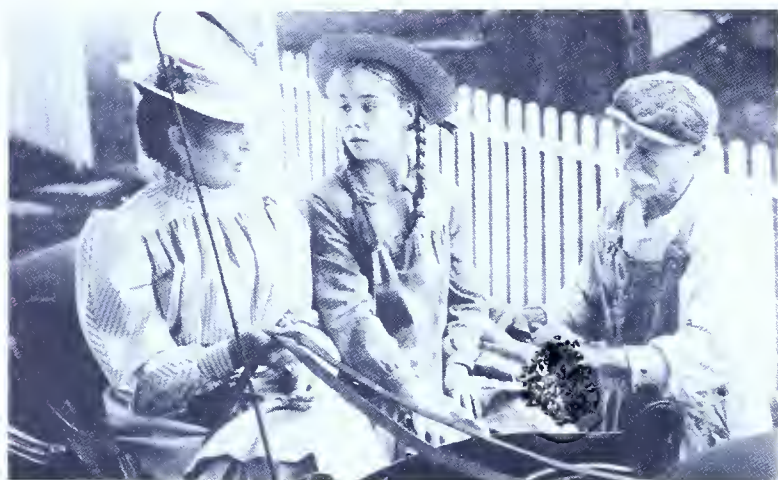
The TV text service will provide national, regional and local information of particular interest to the deaf and hearing impaired, and will include general information not commonly available in print. Viewer response and input from the deaf and hearing impaired will play a major role in evaluating the demonstration project, which is supported by a grant.

As part of its active community outreach, WITF this year participated in the PBS National Narrowcast demonstration project to deliver five hours a day of video-based education and training to adult learners at work, on campus, or at

community learning centers. WPSX's telecourse *Principles of Accounting* was selected to be part of the National Narrowcast Service.

WQED continued its Job/Help Network with a weekly one-hour program of information on job listings, job training and basic services available to the unemployed. And, WHYY provided a unique community service by broadcasting the MOVE Commission hearings in Philadelphia.

A U D I E N C E



"Anne of Green Gables," *Wonderworks*, one of fifteen PBS alltime top-rated drama programs.

The Spencer Tracy Legacy: A Tribute by Katharine Hepburn, one of twenty-five PBS alltime top-rated evening programs.



Gala of Stars 1986, one of fifteen PBS alltime top-rated classical music/dance programs.



ast year's record viewing audience for Pennsylvania Public Television Network stations continued through the 1985/86 season with only minor changes. About 3.9 million Pennsylvanians in approximately 2.2 million homes tuned to PPTN stations during an average week in February—an increase of about 254,000 homes since last February.

During an average week, approximately three out of 10 children watch PPTN stations. One in four adults tune to public television stations in Pennsylvania.

According to a nationwide Roper survey, public television adult viewers are influential viewers—"movers and shakers." The survey found that public TV viewers, as opposed to non-viewers, are much more likely to participate in their community's political and social activities. Activities included things such as writing a congressman, signing a petition, writing a letter to a newspaper, and attending public meetings on town or school affairs.

This year PPTN also took the first steps toward updating the massive 1974 survey that set program priorities for the most effective use of state funds. The top priority

identified in the 1974 survey was public affairs programming. Other program priorities included arts programming, children's programming, adult education, and programming about Pennsylvania's culture and heritage. Over the years, PPTN has tailored its programming to reflect these priorities. To date, the plan to update information on viewer priorities includes combining existing PPTN station data on viewer needs and preferences with input from opinion leaders, public officials and others.

"Kingdom of the Ice Bear," *Nature*, one of twenty-five PBS alltime top-rated evening programs.



"Visions of 'Star Wars,'" a *Frontline/NOVA* special, one of fifteen PBS alltime top-rated public affairs programs.



"Pavarotti Plus," *Live From Lincoln Center*, one of fifteen PBS alltime top-rated classical music/dance programs.



FUNDING

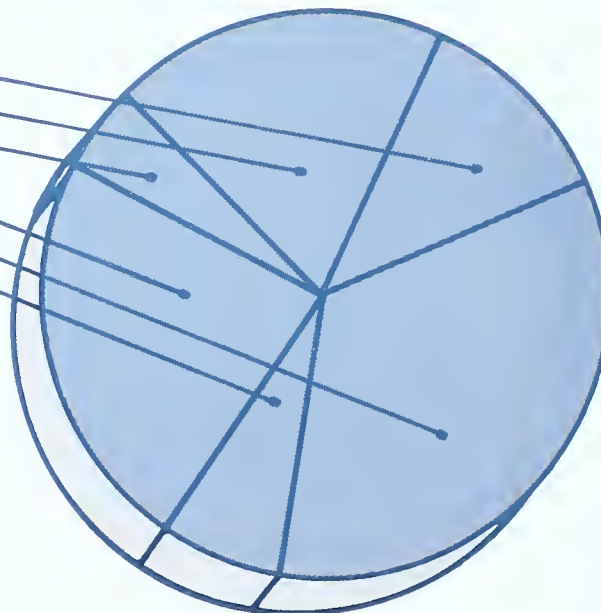
As an independent commission of state government, PPTN is funded annually through the state's general fund. The Commonwealth appropriation to the Pennsylvania Public Television Network Commission is divided into two categories: the network operating

fund, which supports PPTN operations and the statewide microwave interconnect; and grants to PPTN stations, which help fund station operations and programming. These programming grants allow PPTN stations to acquire programs for local broadcast and to produce programs of special interest to

Pennsylvanians. *The People's Business, The State of Pennsylvania, Outdoor Pennsylvania*, and a wide variety of Pennsylvania specials are examples of programs that focus on Pennsylvania and are broadcast statewide on PPTN member stations.

FUNDING SOURCES FOR PUBLIC TELEVISION IN PENNSYLVANIA

Federal	10.4%
Commonwealth	17.9%
Universities, Schools & Local Government	4.7%
Foundations, Business & Industry	23.7%
Membership and Other Station Fundraising	36.6%
Miscellaneous	6.7%



FINANCIAL REPORT

Network Operating Fund		Fiscal Year Ended June 30, 1986
Networking	Commission & Executive Offices	\$ 374,422
	Fiscal Office	330,866
	Community Relations	70,880
	Technical Operations	1,427,049
	Network Scheduling	114,061
Total Network Operating Fund		\$2,317,278
Grants to PPTN Stations		
Operating Grants	General Operations	\$2,575,622
	Capital Equipment & Facilities	356,278
	Equipment Lease	343,722
	Minority Training	149,100
	Sub-total	\$3,424,722
Programming Grants	Program Acquisition/Local Production	\$1,382,213
	Promotion	74,787
	Community Service	94,000
	Statewide Program Production	1,392,000
	Statewide Program Promotion	126,000
Sub-total		\$3,069,000
Total Grants to PPTN Stations		\$6,493,722
Total Appropriation		\$8,811,000

OPERATIONS

PPTN this year used funds from a Commonwealth Productivity Investment Initiative to study ways in which Commonwealth and non-profit agencies might use the network interconnect to conduct business via teleconference.

PPTN, with the seven interconnected member stations serving as regional teleconference sites, offers an efficient, cost-effective vehicle for statewide teleconferencing. Because PPTN's microwave interconnect allows both

two-way video and two-way audio communication, statewide teleconferences can be tailored to an individual agency's needs and resources. The PPTN interconnection also extends to national and regional networks via satellite uplink facilities and microwave links.

WHYY became the first PPTN member station to transmit in multichannel television sound when it aired its first stereo broadcast this year. To the home viewer with a TV stereo set or set-top stereo adapter, WHYY's stereo broadcast sounds

very much like FM stereo radio. But WHYY's TV stereo sound system now allows it to directly broadcast the many PBS programs that it had previously simulcast with WHYY-FM. PPTN's newly installed traffic and routing system is fully equipped to transmit stereo programming when additional PPTN stations begin to broadcast in multichannel television sound.

PPTN Network Operations Center



COMMISSION OFFICERS

Chairman

Mr. Philip I. Berman
Allentown

Vice Chairman

Mr. Louis I. Pollock
*President
Morris Coupling Company
Erie*

COMMISSION MEMBERS

Dr. Doreen E. Boyce
*Executive Director
Buhl Foundation
Pittsburgh*

Dr. Helen B. Craig
*Research Coordinator
Western Pennsylvania School for the Deaf
Pittsburgh*

Mrs. Lois Lehrman Grass
Harrisburg

The Honorable Edward L. Howard
*Senate of Pennsylvania
Harrisburg*

Joseph D. Hughes, Esq.
Pittsburgh

Mr. Frederick E. Leuschner
*Assistant Executive Director for Communications
Pennsylvania State Education Association
Harrisburg*

The Honorable William R. Lloyd Jr.
*House of Representatives
Harrisburg*

Dr. Herman Niebuhr Jr.
*President
Learning Systems Associates
Philadelphia*

Mrs. Vivian W. Piasecki
*Chairman
Pennsylvania Historical and Museum
Commission
Philadelphia*

Mrs. Diana Rose

*Chairman
Pennsylvania Council on the Arts
Pittsburgh*

Dr. Robert J. Scannell
*Vice President and Dean
Commonwealth Educational System
The Pennsylvania State University
University Park*

The Honorable Paul W. Semmel
*House of Representatives
Harrisburg*

Mr. Sheldon P. Siegel
*President and General Manager
WLVZ-TV
Allentown/Bethlehem*

The Honorable Mark S. Singel
*Senate of Pennsylvania
Harrisburg*

The Honorable Margaret A. Smith
*Secretary
Pennsylvania Department of Education
Harrisburg*

Dr. Gerald J. Specter
New Tripoli

Mr. Richard A. Stafford
*Executive Assistant to the Governor
Harrisburg*

Mr. Donald H. Tollefson
*Sports Director
WPVI-TV
Philadelphia*

Dr. Patrick F. Toole
*Executive Director
Central Susquehanna Intermediate Unit
Lewisburg*

Dr. Albert C. Van Dusen
*Vice Chancellor and Professor Emeritus
University of Pittsburgh
Pittsburgh*

ADVISORY MEMBERS

(Non-voting)

Staff

Mr. H. Sheldon Parker Jr.
*Secretary-Treasurer and Chief Executive Officer
Pennsylvania Public Television Network
Hershey*

Legal Counsel

Barbara Drake, Esq.
*Deputy General Counsel
Office of General Counsel
Harrisburg*

Comptroller

Mr. Ronald W. Blough
*Comptroller
Pennsylvania Department of Education
Harrisburg*



Executive Office

H. Sheldon Parker Jr.

General Manager

Richard A. Jones

Deputy General Manager

Kathleen H. Armstrong

Assistant to the General Manager

Violet A. Shoemaker

Administrative Secretary

Constance R. Crowder

Clerk-Typist/Receptionist

Fiscal Office

Rose Lefever

Director of Fiscal Management

Lorraine Crandall

Fiscal Assistant

Steven Schaeffer

Fiscal Assistant

Community Relations

Joan D. Aufiero

Director of Community Relations

Program Operations

Marianne Markey

Manager of Network Scheduling

Gary L. Schlegel

Traffic Manager

Winifred Kostoff

Traffic Manager

Operations Center

Larry J. Messenger

Director of Technical Operations

Richard E. Kaelberer

Ronnie A. Smith

Robert E. Swank

Assistant Directors/Technical Operations

Technicians

Paul E. Borusky

Robert K. Boulware

Earl J. Gibson Jr.

Marlin E. Hobough

Lewis R. Keiffer Jr.

James H. Mears

Dale F. Stough

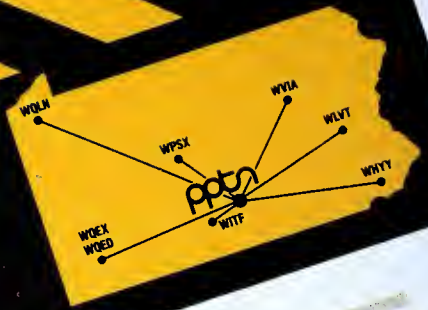
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pptn
Pennsylvania Public Television Network Commission

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1987 Annual Report

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DOCUMENTS SECTION



Pennsylvania Public Television Network Stations

WLVT-TV

Channel 39, Mountain Drive, Bethlehem, PA 18015
Sheldon P. Siegel President and General Manager

WQLN-TV

Channel 54, 8425 Peach Street, Erie, PA 16509
Robert B. Clark Vice President and General Manager

WITF-TV

Channel 33, P.O. Box 2954, Harrisburg, PA 17105
Stewart Cheifet President and General Manager

WHYY-TV

Channel 12, Independence Mall West, 150 North Sixth Street,
Philadelphia, PA 19106
Dr. Frederick Breitenfeld Jr. President

WQED-TV

Channel 13, 4802 Fifth Avenue, Pittsburgh, PA 15213
Lloyd E. Kaiser President

WQEX-TV

Channel 16, 4802 Fifth Avenue, Pittsburgh, PA 15213
Lloyd E. Kaiser President

WVIA-TV

Channel 44, The Public Broadcasting Center
Old Boston Road, Pittston, PA 18640
Dr. John E. Walsh President and General Manager

WPSX-TV

Channel 3, Wagner Annex, The Pennsylvania State University
University Park, PA 16802
John Grant Manager

Chairman's Letter

When Governor Raymond Shafer asked me to serve on the 1967 Governor's Committee on Public Television, I accepted eagerly, because I felt that it was an opportunity to build on what was being done at individual public television stations and—with the support of the administration and the legislature—to create an innovative, statewide public television system. And that's just what happened. The Governor's Committee recommended a public television network for Pennsylvania, and in November 1968 Governor Shafer signed legislation creating the Pennsylvania Public Television Network Commission.

The Commission moved quickly to interconnect Pennsylvania's public television stations in a 1600-mile, hub-and-spoke network that linked the stations to one another and to the rest of the nation as well. Thanks to the interconnect, all public television stations in Pennsylvania could now simultaneously broadcast live national and regional programs. With the network in place, stations also were able to exchange programs of statewide

interest, interconnect for live programming, and save resources through one cost-effective program taping at PPTN.

It's a tribute to the dedication of members of the 1967 Governor's Committee that 6 of the 15 members joined me in later serving as PPTN Commissioners. Joseph D. Hughes, a founding Director of the Corporation for Public Broadcasting, was Co-Chairman of the 1967 Governor's Committee and still serves on the PPTN Commission.

This year, the PPTN Commission honored members of the Governor's Committee during a 20th anniversary celebration. Dr. John Hershey, who served on the Governor's Committee and was Vice Chairman of the PPTN Commission for 12 years, spoke for Committee members when he toasted 20 years of remarkable growth in Pennsylvania public television from a very humble beginning. I echo his wish that the next 20 years bring an even greater level of service to the citizens of the Commonwealth.

Sincerely,



Philip I. Berman, Chairman

PPTN Commission Vice Chairman Louis Pollock, left, with members of the 1967 Governor's Committee on Public Television during a 20th anniversary celebration held in May. Committee members, from left, are Dr. John O. Hershey, Joseph P. Hughes, Esq., and Emil P. Narick, Esq.



The Early Years

Twenty years ago, the Governor's Committee on Public Television recommended creation of a public television network for Pennsylvania. This annual report recognizes the role the Governor's Committee played in establishing the Pennsylvania Public Television Network and highlights the accomplishments of the network over the past 20 years.

Today PPTN serves millions of Pennsylvanians by linking Pennsylvania's eight public stations in a statewide program delivery system that operates 18 hours a day, seven days of the week, every day of the year. In addition to its public telecommunications responsibilities as an independent agency of state government, PPTN also provides grants to member stations for operations and programming. These grants amount to approximately one-sixth of the total funding for public television in Pennsylvania.



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Highlights – 1967-1972

George L. Stearns of Williamsport serves as Chairman of the 22-member PPTN Commission until his resignation in September 1970. Governor Shafer names Philip I. Berman of Allentown as Commission Chairman.

The Commission's first priority is to provide funds to equip all PPTN stations with color broadcast equipment and to allow stations to expand weekend broadcasting. As a result of PPTN funding, color broadcasting increases dramatically at several stations—in one case from zero to 50 percent of the station schedule—and several stations expand weekend programming.

During a typical week in 1969, 62 programs are distributed over PPTN's interim network. Over half are in color and 25 percent are available for the first time statewide.

With the completion of the statewide microwave interconnect in 1971, PPTN is able to offer three times as many programs and three times as many hours of program origination.

In 1971, PPTN is the first network operation in the country to use a fully automated computer system.

Each PPTN station on average receives 45 percent of its instructional television schedule and 85 percent of its evening and weekend schedule via PPTN's microwave interconnect.

At this time, 65 percent of all programs aired are delivered to stations by PPTN at the time of broadcast.

PPTN delivers instructional television programs statewide for the first time during the 1971-72 school year. Approximately 24 ITV series are available for broadcast to schools.

When the flood strikes in June 1972, Governor Milton Shapp and other state officials use the Pennsylvania Public Television Network to broadcast vital information to flood victims.

Chronology – 1967-1972

May 15, 1967 – Governor Raymond Shafer establishes the Governor's Committee on Public Television.

February 27, 1968 – The Governor's Committee recommends creation of a public television network in Pennsylvania.

November 20, 1968 – Governor Shafer signs Act 329 creating the Pennsylvania Public Television Network Commission.

January 17, 1969 – The PPTN Commission holds its first meeting.

May 1, 1969 – The Pennsylvania Public Television Network goes on the air with an interim, one-way interconnect from WHYY in Philadelphia to PPTN stations statewide.

May 5, 1969 – The first statewide program airs on PPTN.

November 7, 1969 – The nationwide Public Broadcasting Service is organized.

January 31, 1970 – PPTN suspends the interim network because of lack of state funding.

February 16, 1970 – Pennsylvanians for the Preservation of Public Television march on the state capitol to demand immediate action on PPTN's "stalled" appropriation.

March 18, 1970 – With state funding in place, the network resumes operation after being closed down for 45 days.

February 1, 1971 – PPTN's Network Operations Center in Hershey opens for business, with the interim interconnect still operating from WHYY.

May 1, 1971 – The first link in PPTN's full-time, two-way microwave interconnect is activated, connecting WITF with the Network Operations Center.

September 27, 1971 – PPTN completes the statewide, 1600-mile interconnect of all PPTN stations.



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Programming – 1967-1972

The first statewide program airs on May 5, 1969. The one-hour program profiles each PPTN station—some segments are in black and white, some in color depending on station color capability.

The inaugural statewide broadcast also includes segments from the national program *Newsfront*. The PPTN interconnect now makes it possible for Pennsylvanians to see this nightly show simultaneously with the rest of the East Coast. Prior to the interconnect, program tapes had to be mailed to stations, often with a delay of several days or a week.

Some PPTN-funded programs:

Harrisburg Report – Weekly commentary from the state capitol, with special reports such as the *Governor's Budget Message and Analysis*.

Coverage of state House committee hearings on narcotics.

Tour of the Governor's Mansion – Mrs. Raymond Shafer takes viewers on a tour of the new Governor's mansion.

Law: The Police – A four-part series on police recruitment and training.

Farm Show 1971 – Six programs covering major events at the Farm Show.

Taxes and Services – A series of six programs on state and local taxes.

Which Way for Cable – A documentary on choices the public must make concerning this new technology.

Earth Day Pennsylvania – A special live 90-minute report fed from the state capitol.

Festivals of Pennsylvania – A celebration of music, drama, folk art, and crafts across the state.





*Governor Raymond Spatter
breaks ground for PPTV's
Network Operations Center
in Hershey.*

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The Middle Years

With the statewide public television delivery system firmly in place, PPTN is able to move beyond the limited role of linking member stations and providing station support.

During these years of growth, the number of hours of programming produced specifically to meet Pennsylvania's needs increases dramatically as PPTN expands program services to meet priorities established during a statewide viewer survey.



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Highlights – 1972-1977

PPTN is without funding for part of the 1972-73 and 1973-74 fiscal years, greatly curtailing its ability to fund programs for statewide broadcast.

In 1972 PPTN initiates a public television training program for minority groups and women.

PPTN conducts a statewide survey involving nearly 500 in-depth interviews, televised public hearings at each of the PPTN stations, and other public input. Eight program priorities are identified.

Program priorities identified in PPTN's survey are:

- A forum for public debate
- A forum for the lively arts
- To serve young people and their world
- To know how the system works
- To receive health care information
- Adult education for credit and fun
- To know and understand Pennsylvania's many faces
- To hear public officials speak and the opposition respond

In 1974, with funding in place, PPTN develops *Pennsylvania Town Meeting* and other statewide programming to begin meeting priorities identified in the survey.

The number of instructional television programs provided by PPTN and member stations doubles between 1972 and 1976.

PPTN receives the 1974 Corporation for Public Broadcasting award (best news and public affairs special event coverage) for its broadcast of the Pennsylvania House Select Committee Hearings on State Contract Practices.

Public television's most ambitious Bicentennial offering, *The Adams Chronicles*, is available for college credit through Pennsylvania colleges and universities, together with a wide variety of other televised college credit courses.

Chronology – 1972-1977

April 1974 – PPTN publishes results of a statewide survey to determine viewer needs and interests.

Fall 1974 – PPTN begins new programming in response to program priorities identified in viewer survey.

April 1975 – PPTN begins broadcast of programs captioned for the hearing impaired. Pennsylvania is one of 18 sites selected to participate in this nationwide demonstration project.

December 1975 – PPTN initiates an audience research project to help measure viewer reaction to public television programming.

The number of ITV programs broadcast to schools doubles between 1972 and 1976.



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Programming – 1972-1977

Some PPTN-funded programs:

People, Places, Things, Now premieres January 26, 1973. This weekly series focuses on statewide issues such as no-fault insurance, skyrocketing medical costs and teachers' right to strike.

In February 1974 PPTN broadcasts the first monthly *Pennsylvania Town Meeting*. This live program uses the PPTN interconnect to link stations for lively discussion of statewide issues such as the energy crisis, legalized gambling and justice for juveniles.

Philadelphia Folk Festival – A 13-part series showcasing outstanding folk musicians.

When to Say When – A month-long effort in January 1975 to educate people about the problems of alcoholism. The project includes several programs, extensive community outreach and a live interconnect of PPTN stations for a town meeting and viewer call-in.

In May 1975 PPTN spearheads *To Age is Human*, a campaign to make Pennsylvanians aware of the problems facing older citizens. The project includes a series of five programs and extensive community outreach.

The People's Business: Harrisburg Report premieres January 9, 1976. This new series aims to inform and involve Pennsylvanians in the workings of their state government.

Pennsylvania: An Ethnic Portrait – A five-part series tracing the heritage of modern Pennsylvanians from the arrival of the first Quakers in 1682 to the more recent immigrants from Puerto Rico.

National Governors Conference: Welfare Reform – Highlights of the debate on welfare reform at the 1976 National Governors Conference in Hershey.



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The Second Decade

As the Network moves into its second decade of operations, PPTN remains the only medium in Pennsylvania that links the four corners of the state, and allows simultaneous broadcast to a statewide audience.

During these years, PPTN takes a leadership role in surveying and analyzing the telecommunications revolution in Pennsylvania, and looks toward a new era in statewide public telecommunications.



Profiles in Excellence - John Updike receives the Distinguished Pennsylvania Artist award from Governor Dick Thornburgh.



Highlights – 1977-1982

During 1978 PPTN transmits over 25,000 programs to member stations. On average each station receives 79 percent of its program schedule from PPTN.

Over 80 percent of the programs relayed to stations by PPTN are of general interest, while 19 percent are ITV programs.

PPTN greatly expands outreach. An extensive campaign, for example, is conducted in 1978 for the broadcast of the *.10 Influence*, a program on drinking and driving. Over 1.4 million print pieces are distributed in cooperation with various state and local agencies.

PPTN airs candidate debates and expands public affairs programming during the 1978 and 1982 gubernatorial campaigns.

In addition to statewide programming, PPTN funding helps stations produce local programming. During 1982, for example, PPTN funding helps stations produce approximately 775 hours of local programming.

When an evacuation of southcentral Pennsylvania is threatened during the Three Mile Island nuclear accident in March 1979, PPTN designs an emergency communications plan to serve the Commonwealth using the statewide Network interconnect.

By chance, PPTN has the only TV line out of the state capitol on Friday, March 30, 1979. That afternoon, news of the Three Mile Island crisis is fed to the entire world via PPTN's line from the capitol.

Chronology – 1977-1982

October 1978 – PPTN becomes part of the nationwide public television satellite distribution system.

May 1979 – The Network celebrates its 10th year of operation. Governor Dick Thornburgh proclaims May as Pennsylvania Public Television Month.

June 1981 – PPTN backs legislation in the Pennsylvania General Assembly to allow the Network to better utilize its facilities to offer more telecommunications services to the citizens of Pennsylvania.

September 1981 – The PPTN Commission holds its first commission meeting via teleconference.

May 1982 – PPTN, as lead agency for a comprehensive statewide telecommunications study, publishes the report *Public Telecommunications in Pennsylvania*.

August 1982 – PPTN sponsors a Public Telecommunications Conference as a follow-up to its report *Public Telecommunications in Pennsylvania*.

December 1982 – PPTN dedicates its newly expanded satellite receiving station, located on the grounds of the State Police Academy in Hershey.



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Programming – 1977–1982

Some PPTN-funded programs:

Pennsylvania – A weekly newsmagazine featuring cultural events, happenings, interviews and live interconnects for state leaders to discuss current issues.

Benjamin Franklin Symposium – A four-part series examining long-range issues facing Pennsylvania. Programs are edited from a three-day symposium planned by the Pennsylvania General Assembly.

Like the Wind – Individual religious experience in contemporary America is the subject of this documentary.

Pennsylvania Town Meetings

- *Jobs of the '80s*
- *Call the Governor*
- *Ask the Legislature*

On Trial – A five-part cooperative project of PPTN member stations with documentaries on citizen watch groups, juvenile justice, plea bargaining and sentencing, and a final live town meeting on Pennsylvania's prisons.

Three One Act Plays – Philadelphia Light and Theatre Company performs three original plays.

Pro-Con – This monthly public affairs series, which explores major statewide issues through documentary and debate, debuts in September 1981.

Profiles in Excellence – A series of annual programs profiling recipients of the Governor's Awards for Excellence in the Arts.

Water in Pennsylvania – An examination of one of Pennsylvania's most serious problems.

Pennsylvania Outdoor Profiles – Programs focusing on seven Pennsylvanians whose lives are intimately involved with Pennsylvania outdoors.

John Kane: A Self Portrait – The life and work of one of America's great self-taught painters.

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Toward The Twentieth

PPTN's upcoming 20th anniversary in November 1988 provides an opportunity to reflect on the vast technological changes that have taken place over the past two decades. PPTN's own operation has been streamlined to include a satellite receiving dish and state-of-the-art computer operated program distribution system.

On a parallel and equally important track, the quality of programming has kept pace with the advances in the delivery system as evidenced by the increasing number of PPTN-funded programs that are broadcast nationwide by the Public Broadcasting Service.



Highlights – 1982–1987

The percentage of households watching PPTN stations grows by a dramatic 21.1 percent from November 1981 to November 1983.

In 1984 PPTN works with educators to launch the statewide *Science Unlimited* project to upgrade science education and incorporate televised science lessons into the school curriculum.

The Chemical People is broadcast on PBS stations nationwide in 1984. More than 400 permanent task forces are formed in Pennsylvania to combat teenage drug and alcohol abuse.

In 1986, 3.9 million Pennsylvanians tune to PPTN stations during an average week.

PPTN and member stations work with community leaders to have local literacy services in place for Project Literacy U.S. (PLUS), an ABC/PBS media/outreach project to combat adult illiteracy.

From 1982 to 1987, nine programs funded by PPTN and produced by member stations are broadcast nationwide by the Public Broadcasting Service.

Chronology – 1982-1987

April 1983 – PPTN organizes a statewide conference on Pennsylvania's Economic Future and carries a program highlighting the remarks of conference participants.

August 1985 – PPTN replaces its outdated Network program routing system with a flexible, new computer-operated system.

May 1985 – PPTN sponsors a two-day symposium on science education resources for teachers and other educators.

April 1986 – PPTN sponsors a two-day symposium on math education resources for teachers and other educators.

November 1986 – PPTN begins a demonstration project to provide textual news and information to deaf and hearing impaired viewers. The service is called Penntext.



Toward The Twentieth

PPTN's upcoming 20th anniversary in November 1988 provides an opportunity to reflect on the vast technological changes that have taken place over the past two decades. PPTN's own operation has been streamlined to include a satellite receiving dish and state-of-the-art computer operated program distribution system.

On a parallel and equally important track, the quality of programming has kept pace with the advances in the delivery system as evidenced by the increasing number of PPTN-funded programs that are broadcast nationwide by the Public Broadcasting Service.



Programming – 1982-1987

Some PPTN-funded programs:

High Tech, High Stakes – Examines the role of high tech in Pennsylvania's future.

When a Factory Closes – Looks at the social and economic impact of a single factory closing in Philadelphia.

The Last Full Measure – A documentary on the Battle of Gettysburg.

Lyman Howe's High Class Moving Pictures – A profile of this early Pennsylvania filmmaker.

Outdoor Pennsylvania – A series on Pennsylvania's natural beauty, native wildlife and recreational opportunities.

Trash – Examines how cities are coping with this growing ecological problem.

Eugene Iverd & the Golden Age of Illustration – Profiles the life and times of this Erie artist.

Louis Rukeyser Looks at Pennsylvania Business – A roundtable discussion with leading Pennsylvania businessmen.

The State of Pennsylvania – This weekly program debuts in 1986, dramatically increasing PPTN's coverage of statewide issues. The program uses PPTN's interconnect to bring together leaders across the state.

Risky Business: Nuclear Power in the '80s – Examines the nuclear power industry in Pennsylvania.

Aviation Trilogy – A program about the achievements and adventures of three top Pennsylvania aviators.

Dying to be Thin: Surviving Anorexia and Bulimia – Looks at these puzzling eating disorders.

The People's Business – Celebrates its tenth anniversary on the Pennsylvania Public Television Network.



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Chronology – 1982-1987

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Overview 1987

Last year the Pennsylvania Public Television Network was deeply involved in planning to insure that public television continues to play a vital role in Pennsylvania's future. This year PPTN moved ahead with a number of important initiatives.

In November 1986, as a part of a PPTN demonstration project, WHYY in Philadelphia and WQEX in Pittsburgh went on the air with Penntext, a new daily TV text service for deaf and hearing impaired viewers. The text service, which is managed by the Center on Deafness, Western Pennsylvania School for the Deaf, is built around a 15-minute block of news and information that repeats throughout the day with afternoon and evening updates. WITF in Harrisburg joined the Penntext network in February 1987 and plans are underway to expand the project to WVIA in Scranton.

PPTN also completed a survey of educators and instructional television professionals in Pennsylvania. Input from the survey and data from a 1986 conference on math education resources were valuable in developing an innovative series of teacher training workshops. PPTN worked with educators to cooperatively plan these work-

shop sessions in which teacher-trainers would receive the training and resources to return to their local areas and train additional teacher-trainers in the effective use of a new ITV series called *Math Works*.

PPTN continued to work with stations to foster community outreach. Public television and ABC stations in Pennsylvania were honored this year by the Pennsylvania Association for Adult Continuing Education for the tremendous success of Project Literacy U.S. (PLUS), a nationwide media/outreach campaign to combat adult illiteracy.

As always, PPTN funded a wide range of programs about Pennsylvania and Pennsylvanians. Some highlights:

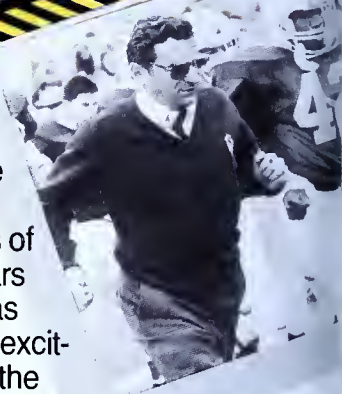
- *The People's Business*, public television's long-running weekly capitol report, produced a number of special programs including live coverage of Governor Robert Casey's Inauguration and a thoughtful documentary on the transition of power from one administration to another.
- *The State of Pennsylvania*, in its second season, continued weekly in-depth coverage of statewide issues.
- The popular *Outdoor Pennsylvania* celebrated its fourth season on the air.
- *The Burning of Osage* covered the MOVE controversy in Philadelphia and the struggle of a community to put its life back in order.

- *Children of Abuse: Breaking the Cycle*, hosted by Oprah Winfrey, examined different aspects of the problem of child abuse.
- *Coach!* provided a rare, behind-the-scenes look at two giants in collegiate sports: Joe Paterno of Penn State and Roland Massimino of Villanova.
- *A Journey to the Endless Mountains* took viewers on a personal journey through one of Pennsylvania's most scenic and historic regions.

This annual report reflects PPTN's balanced growth over the past twenty years in support of programming, community outreach, and educational services.

As the PPTN Commission enters its 20th year of service to the Commonwealth, the opportunities and challenges of the next 20 years promise to be as numerous and exciting as those of the past 20 years.

Coach! profiles Penn State's Joe Paterno.



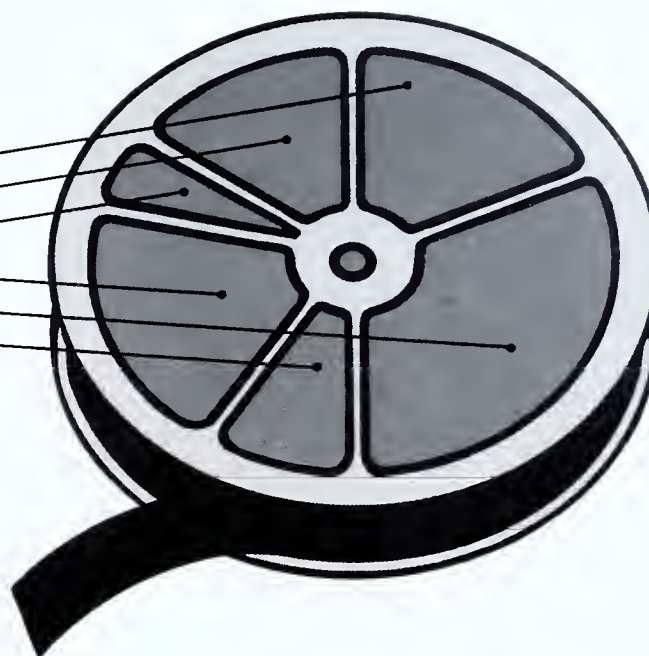
Governor Robert Casey's Inauguration is broadcast statewide on PPTN stations.



Funding

FUNDING SOURCES FOR PUBLIC TELEVISION IN PENNSYLVANIA

Federal.....	18.25%
Commonwealth	16.32%
Universities, Schools & Local Government ...	5.23%
Foundations, Business & Industry	19.99%
Membership & Other Station Fundraising	32.17%
Miscellaneous	8.03%



Financial Report

NETWORK OPERATING FUND

Fiscal Year Ended June 30, 1987

Networking	Commission & Executive Offices	\$ 378,367
	Fiscal Office	341,541
	Community Relations	92,080
	Technical Operations	1,430,311
	Network Scheduling	105,979
Total Network Operating Fund		\$2,348,278

GRANTS TO PPTN STATIONS

Operating Grants	General Operations	\$2,975,622
	Capital Equipment & Facilities	356,278
	Equipment Lease	343,722
	Minority Training	149,100
	Sub-total	3,824,722
Programming Grants	Program Acquisition/Local Production	\$1,382,213
	Promotion	74,787
	Community Service	94,000
	Statewide Program Production	1,392,000
	Statewide Program Promotion	126,000
	Sub-total	3,069,000
Total Grants to PPTN Stations		\$6,893,722
Total Appropriation		\$9,242,000

Commission

COMMISSION OFFICERS

Chairman

Mr. Philip I. Berman
Allentown

Vice Chairman

Mr. Louis I. Pollock
President
Morris Coupling Company
Erie

COMMISSION MEMBERS

The Honorable Roy C. Afflerbach
Senate of Pennsylvania
Harrisburg

Dr. Doreen E. Boyce
Executive Director
Buhl Foundation
Pittsburgh

Mr. Bart H. Cavanagh Sr.
President
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Research Director
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Harrisburg

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Secretary
Pennsylvania Department of Education
Harrisburg

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Harrisburg

Joseph D. Hughes, Esq.
Pittsburgh

Dr. Herman Niebuhr Jr.
President
Learning Systems Associates
Philadelphia

Mrs. Louise P. Ross
Development Officer
Children's Hospital of Philadelphia
Philadelphia

Dr. Robert J. Scannell
Vice President and Dean
Commonwealth Educational System
The Pennsylvania State University
University Park

Mr. John Scotzin
Camp Hill

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Allentown/Bethlehem

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Pennsylvania Council on the Arts
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University of Pittsburgh
Pittsburgh

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House of Representatives
Harrisburg

ADVISORY MEMBERS

(Non-voting)

Staff

Mr. H. Sheldon Parker Jr.
Secretary-Treasurer and Chief Executive Officer
Pennsylvania Public Television Network
Hershey

Legal Counsel

Christine Dutton
Deputy General Counsel
Harrisburg

Comptroller

Mr. Ronald Blough
Comptroller
Pennsylvania Department of Education
Harrisburg

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Administrative Secretary
Constance R. Crowder
Clerk-Typist/Receptionist

Fiscal Office

Rose Lefever
Director of Fiscal Management
Lorraine Crandall
Fiscal Assistant
Steven Schaeffer
Fiscal Assistant
Robert Homer
Clerk

Community Relations

Joan D. Aufiero
Director of Community Relations

Program Operations

Marianne Markey
Manager of Network Scheduling
Gary L. Schlegel
Traffic Manager
Winifred Kostoff
Traffic Manager

Operations Center

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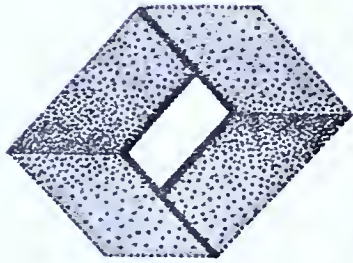




Pennsylvania Public Television Network
P.O. Box 397
Hershey, PA 17033



Pennsylvania Public
Television Network
Commission



FEB 22 1989

Public Television: A Different Point of View

1988 ANNUAL REPORT

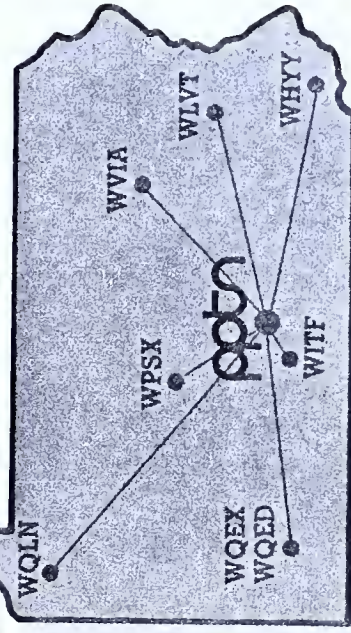
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STATE LIBRARY OF PENNSYLVANIA
DOCUMENTS SECTION



Pennsylvania Public Television Network Stations



- WVT-TV**
Channel 39, Mountain Drive, Bethlehem, PA 18015
Sheldon P. Siegel, *President and General Manager*
- WQLN-TV**
Channel 54, 8425 Peach Street, Erie, PA 16509
Robert B. Clark, *Vice President and General Manager*
- WITF-TV**
Channel 33, P.O. Box 2954, Harrisburg, PA 17105
Stewart Cheifet, *President and General Manager*
- WHYY-TV**
Channel 12, Independence Mall West, 150 North Sixth Street, Philadelphia, PA 19106
Dr. Frederick Breitenfeld Jr., *President*
- WQED-TV**
Channel 13, 4802 Fifth Avenue, Pittsburgh, PA 15213
Lloyd E. Kaiser, *President*
- WQEX-TV**
Channel 16, 4802 Fifth Avenue, Pittsburgh, PA 15213
Lloyd E. Kaiser, *President*
- WVIA-TV**
Channel 44, The Public Broadcasting Center, Old Boston Road, Pittston, PA 18640
Dr. John F. Walsh, *President and General Manager*
- WPSX-TV**
Channel 3, Wagner Annex, The Pennsylvania State University, University Park, PA 16802
John Grant, *Manager*

Community Outreach

Public television stations continued to offer their resources to the community to help raise public awareness about nationwide concerns and to seek solutions to these problems. PPTN's survey results indicate that Pennsylvanians recognize this commitment on the part of PPTN stations. The Pennsylvanians polled ranked public television second (87.5% feel it is important to them and their families), just behind public parks (90.3%), as an important community service. In the survey, community and state supported colleges ranked third

(79%), public libraries ranked fourth (75%), and museums ranked fifth (70%).

In community outreach this year, the Public Broadcasting Service and Capital Cities/ABC continued Project Literacy U.S. (PLUS), with emphasis on literacy in the workplace. As PLUS

completed its second year, there were continuing signs that a national literacy movement was underway. A U.S. Department of Education survey showed an increase of almost 500,000 people in Adult Basic Education.

Current and a doubling of state appropriations for literacy since PLUS began.

Another national public television outreach program centered on the urgent child care dilemma. The PBS documentary, *Who Cares For the Children?*, showcased innovative solutions to quality child care and was supported by local outreach and programming at PPTN stations statewide.

Each One Teach One profiles literacy pioneer Dr. Frank C. Laubach.



In April, Governor Robert P. Casey kicked off statewide activities for the Week of the Young Child and during luncheon ceremonies the Governor and PPTN Commission Chairman Philip I. Berman presented Fred M. Rogers with the first PPTN Commissioners Award. Rogers was honored for his outstanding contributions to public television in Pennsylvania and for his commitment to excellence in children's programming.

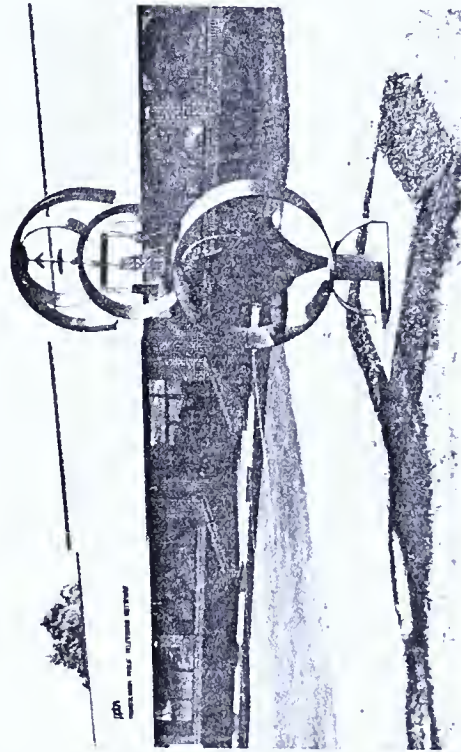


Chester Leshovsky, a machinist, keeps up with modern technology in the workplace literacy special *A Job To Be Done*.

Operations

PPTN's new Network Operations Center is fully stereophonic and offers a climate controlled, fire protected environment for the technical operations center and the adjacent tape library, which houses PPTN's valuable program archives.

Following the move to the new headquarters, PPTN resumed complete ser-

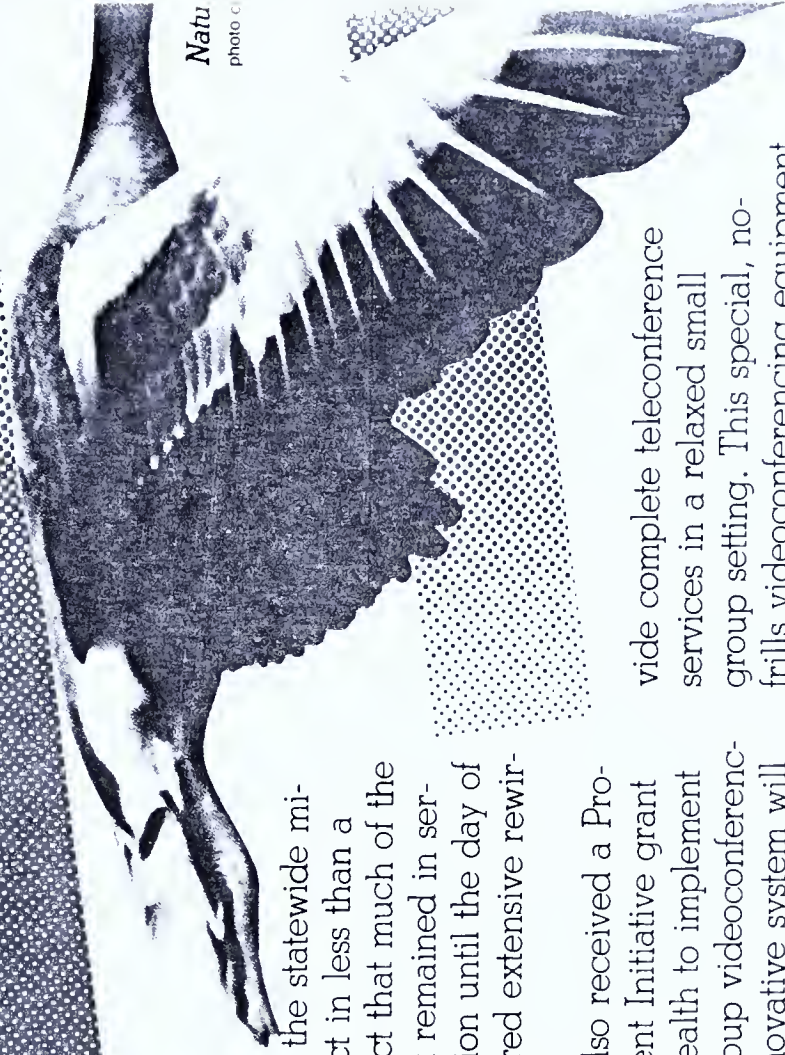


PPTN's new building in Hershey.

vice to stations over the statewide microwave interconnect in less than a week, despite the fact that much of the technical equipment remained in service at the old location until the day of the move and required extensive rewiring after the move.

This year PPTN also received a Productivity Improvement Initiative grant from the Commonwealth to implement a statewide small group videoconferencing system. The innovative system will allow interested state and non-profit agencies to conduct small business meetings around the state via closed circuit television. The small group videoconferencing sites are conveniently located at the seven Pennsylvania Public Television Network stations and pro-

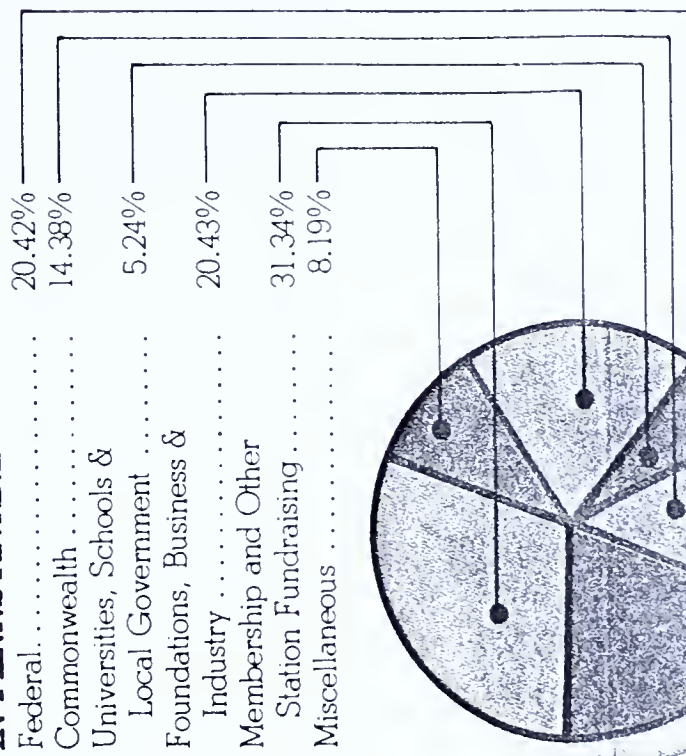
vide complete teleconference services in a relaxed small group setting. This special, no-frills videoconferencing equipment will allow users to bring together key decision makers without the disadvantages of statewide travel or the cost of using sophisticated broadcast equipment to videoconference a small group meeting.



Natu
photo ©

... funding in Hershey.

FUNDING SOURCES FOR PUBLIC TELEVISION IN PENNSYLVANIA



Funding

NETWORK OPERATING FUND Fiscal Year Ended June 30, 1988

Networking	Commission & Executive Offices	\$ 332,653
	Fiscal Office	431,506
	Communications Office	84,000
	Technical Operations	1,671,764
	Network Scheduling	105,979
	Total Network Operating Fund	\$2,625,902

GRANTS TO PPTN STATIONS

Operating Grants	General Operations	\$3,075,122
	Capital Equipment & Facilities	356,278
	Equipment Lease	114,577
	Minority Training	153,600
	Sub-total	\$3,699,577

Programming Grants	Program Acquisition/Local Production	\$1,552,213
	Promotion	74,787
	Community Service	94,000
	Statewide Program Production	1,374,800
	Statewide Program Promotion	229,800
	Sub-total	\$3,325,600

	Total Grants to PPTN Stations	\$6,969,957
	Total Appropriation	\$9,610,479

Commission/Staff

Commission

Commission Officers

Chairman

Mr. Philip I. Berman
Allentown

Vice Chairman

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The Infinite Voyage

Programming

A resounding 92% of the Pennsylvanians polled in PPTN's statewide survey feel that public broadcasting provides important information for listeners and viewers. In keeping with this commitment, the seven Pennsylvania Public Television Network stations this year used PPTN program funds to tackle important statewide issues. In *On Shifting Sands*, WQLN showed viewers the extraordinary beauty of Erie's Presque

Isle and examined the major threats to that beauty: the pressure of man's use and nature's own forces of change. This important environmental program, like many other PPTN-funded



Judith Jamison, Governor's Awards winner in arts.



Naturalists Jean Stull and her husband in *On Shifting Sands*.

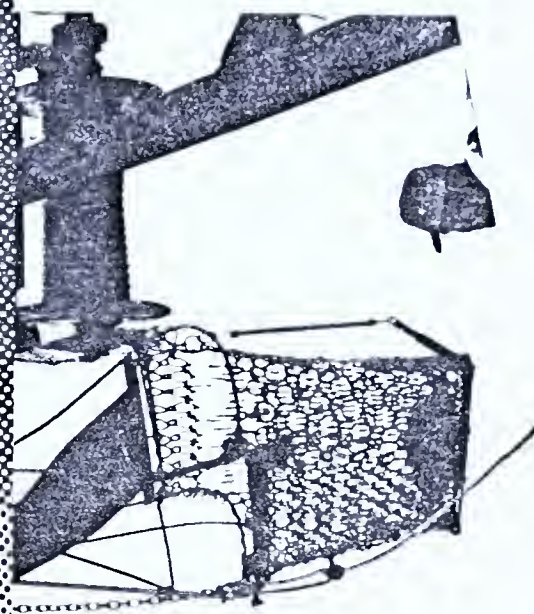
programs, also aired nationwide on PBS after its initial statewide broadcast. In *Juvenile Justice in Pennsylvania: A Delicate Balance*, WLVT provided a forum to talk about what really happens when a juvenile gets in trouble, and WHYY looked at the track record of the nation's fourth-largest mass transit system on *SEPTA: Going Nowhere?* WPSX's *Outdoor Pennsylvania* treated viewers to a whole array of features including segments on how to avoid getting lost in the wilderness and a birds-eye view of Pennsylvania's feathered friends. Each week, WITF's *State of Pennsylvania* and WQED's *The People's Business* kept viewers up-to-date on statewide issues. On a lighter note viewers were treated to WQED's gospel music celebration, WVIA's *A Bucknell Candlelight Christmas*, and WPSX's program profiling the winners of the Governor's Awards for Excellence in the Arts, Humanities and Sciences.

On the national scene, viewers traveled to *Japan* and *One Village in China*, took a *South American Journey*, and explored South Africa's troubled history on *Frontline's* two-part program on apartheid.

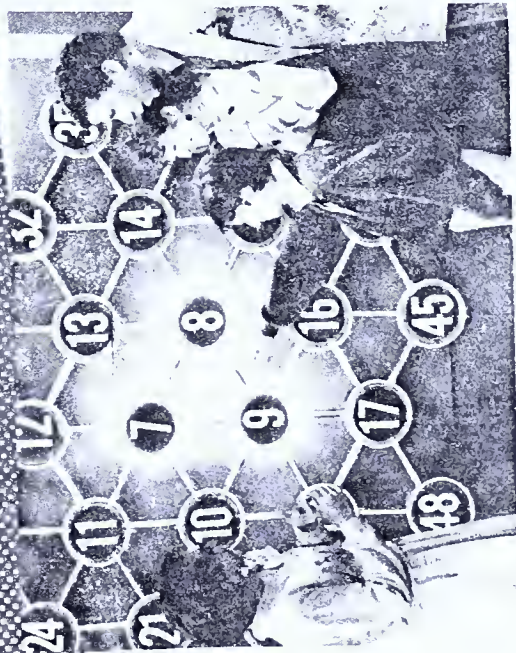
Make a Joyful Noise, a gospel music celebration.



But first and foremost, it was a year of innovation with *Voices and Visions*, the landmark television series featuring modern American poetry; *Trying Times*, public TV's first original comedy anthology; and Bill Moyers' insightful interviews with the renowned mythologist Joseph Campbell.



Educational



Square One TV

This year PPTN and the seven stations provided more than 80 different instructional television series for use in Pennsylvania schools, including the ever-popular *What's In The News*, produced by WPSX.

In addition, PPTN completed a year-long series of workshop sessions in which teacher-trainers received the training and resources to return to their local areas and train additional teachers in effective classroom use of the new ITV series *Math Works*.

For after-school viewing, *Square One TV*, the Emmy award-winning series designed to increase youngsters' interest in math, began its second successful season with 40 new fast-paced shows. One important factor in shaping the second season was guidance from young viewers who represented the nation's 14 million 8- to 12-year-olds, the target audience for the series. The popular series follows in the footsteps of other public television educational series such as *3-2-1 Contact*, the award-winning series on science and technology, and *Reading Rainbow*, the reading motivation series that reaches more than seven million young readers each week during its spring and summer broadcast season.

Many public television prime time series such as *NOVA*, the science series watched by 11 million viewers each week, provide comprehensive teachers guides for use in schools, and other series such as *The National Geographic Specials* and the exciting new science series, *The Infinite Voyage*, also offer educators free off-air taping rights.

Perhaps these are some of the reasons why an overwhelming majority of the Pennsylvanians polled in PPTN's recent statewide survey feel that public television is a unique educational resource.

Philip Morrison
hosts *The Ring
of Truth*.



1989
Annual Report
Pennsylvania
Public
Television
Network
Commission

pptn

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Pennsylvania Public Television Network Stations

WLVT-TV

Channel 39
Mountain Drive
Bethlehem, PA 18015
Sheldon P. Siegel,
President and General Manager

WQLN-TV

Channel 54
8425 Peach Street
Erie, PA 16509
Christopher Zimmerman,
President and General Manager

WITF-TV

Channel 33
P.O. Box 2954, 1982 Locust Lane
Harrisburg, PA 17105
Stewart Cheifet,
President and General Manager

WHYY-TV

Channel 12
Independence Mall West
150 North Sixth Street
Philadelphia, PA 19106
Dr. Frederick Breitenfeld Jr.,
President

WQED-TV

Channel 13
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Pittsburgh, PA 15213
Lloyd E. Kaiser,
President

WQEX-TV

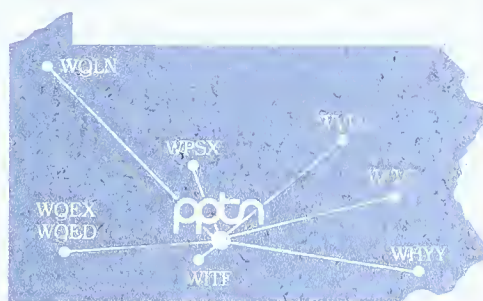
Channel 16
4802 Fifth Avenue
Pittsburgh, PA 15213
Lloyd E. Kaiser,
President

WVIA-TV

Channel 44
The Public Broadcasting Center
Old Boston Road
Pittston, PA 18640
Dr. John E. Walsh,
President and General Manager

WPSX-TV

Channel 3
Wagner Annex
The Pennsylvania State University
University Park, PA 16802
John Grant,
Manager



pptn

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FARR Communications, Inc.
Somerset

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Pennsylvania Department of
Education
Harrisburg

Chairman's Letter

Since May 1969 when the Pennsylvania Public Television Network first interconnected Pennsylvania's seven independent public television stations, the network has acted as a channel of communication to link Pennsylvanians together to share ideas, information and services.

This year, PPTN, as an independent agency of state government, received just over 10 million dollars from the state's general fund to provide for statewide public television programs and operations. Close to 75 percent of these funds were granted to PPTN stations to help maintain broadcast operations; buy needed equipment; produce local programming; and purchase PBS and other nationally distributed programs. These funds also were used to fully or partially fund Pennsylvania series and specials--programs about Pennsylvania and Pennsylvanians that are produced by PPTN stations for statewide broadcast. PPTN grants to the seven public television stations provided approximately one-sixth of the total funding for public television in Pennsylvania.

PPTN used its share of state funding to operate the network's 1600-mile microwave interconnect, provide a wide variety of statewide services, and initiate several innovative projects, including the introduction of a computer database of instructional television programming for use by teachers, and the completion of a statewide small-group videoconferencing system.

Thanks to continued generous state funding of public television, channels of communication are open across Pennsylvania to share ideas, to enrich our heritage, and to encourage debate on and provide information about important statewide issues.

Sincerely,



Philip I. Berman, Chairman



CHANNEL OF COMMUNICATION TO CELEBRATE OUR HERITAGE

This year a number of Pennsylvania Public Television Network stations used PPTN program production funds to focus on unique bits of local history that enrich our Pennsylvania heritage. WQLN's *Steelworkers* uses candid interviews with men and women of the mill to recapture a little bit of our past.

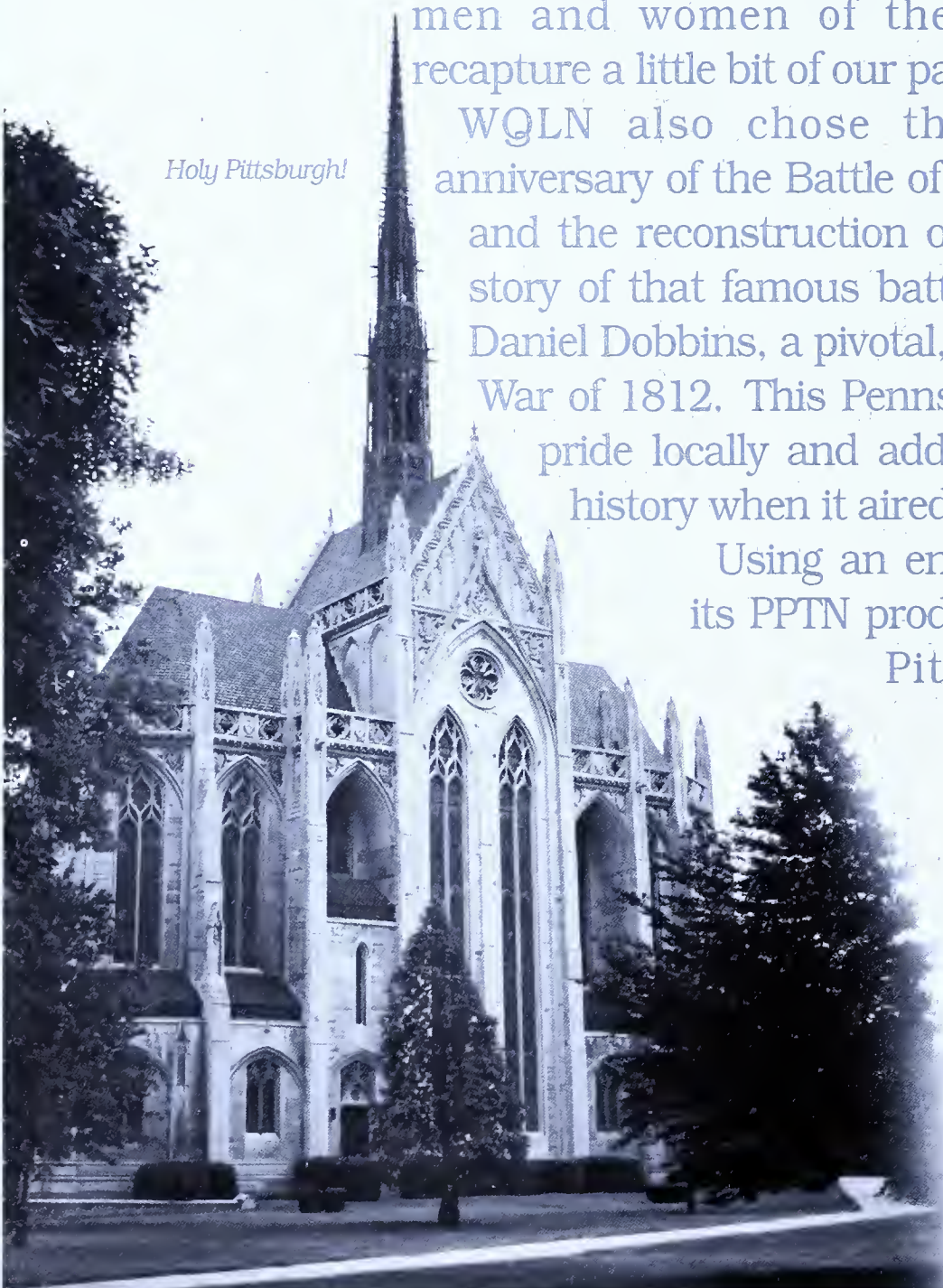
Holy Pittsburgh!

WQLN also chose the 175th anniversary of the Battle of Lake Erie and the reconstruction of the U.S. Brig Niagara to tell the story of that famous battle through the eyes of Erie native Daniel Dobbins, a pivotal, but almost-forgotten, player in the War of 1812. This Pennsylvania special was screened with pride locally and added to Pennsylvania's rich store of history when it aired statewide.

Using an entirely different focus, WQED used its PPTN production funds to catch the flavor of Pittsburgh's many distinct and historically important houses of worship, sharing treasures like fine Tiffany stained glass windows and beautifully decorated Ukrainian Easter eggs with all Pennsylvanians when the program aired statewide.



Come Fly With Us



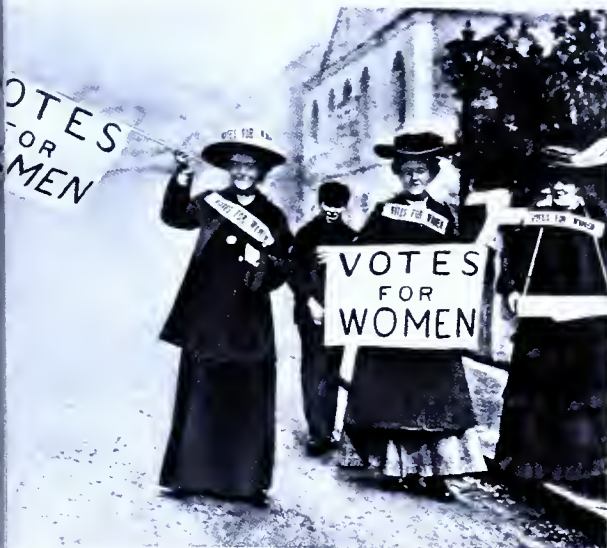
*We Have Met
the Enemy:
The Dobbins
Memoir*



Through a series of Pennsylvania specials produced by WLVT viewers across the state learned about early Pennsylvania Dutch living, the skill of pioneering vehicle craftsmen in Berks County, antique aircraft, and the special wines that only Pennsylvania produces. In a look at history in the making, WPSX's Pennsylvania programming profiled Linda Weaver, Johnstown's first female chief of police.

Public television explored our nation's heritage with programs like *The American Experience*, a new series that tells the stories of authentic Americans whose lives provide insights into our nation's past, and the popular *American Masters* and *American Playhouse*, which showcase the nation's finest

performers and performances, past and present.



Shoulder to Shoulder



*'Rough. Hard
work. I did a lot
of hard work over
there. I ground, I
run the crane,
work on a line
and run block out.
I did everything.
all hard work.
That's my life.'
Steelworkers*



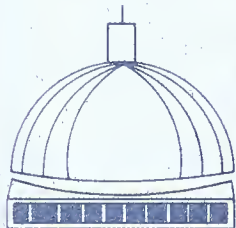
"I found the program inspiring, challenging, and I can't wait to show it to all of the teachers at my school... I teach a parenting class to teenagers in a juvenile detention center and would like to use it as part of my curriculum."

Viewer response to *First Things First*



CHANNEL OF COMMUNICATION TO INTERACT ON POLITICAL AND SOCIAL ISSUES

PPTN stations are involved. This year they continued to serve the community with strong local programming and expanded community outreach that focused on youth and literacy and the



THE PEOPLE'S BUSINESS

The People's Business, Pennsylvania's only weekly news program covering the state capital.

growing national problem of AIDS. WQED produced the centerpiece national program,

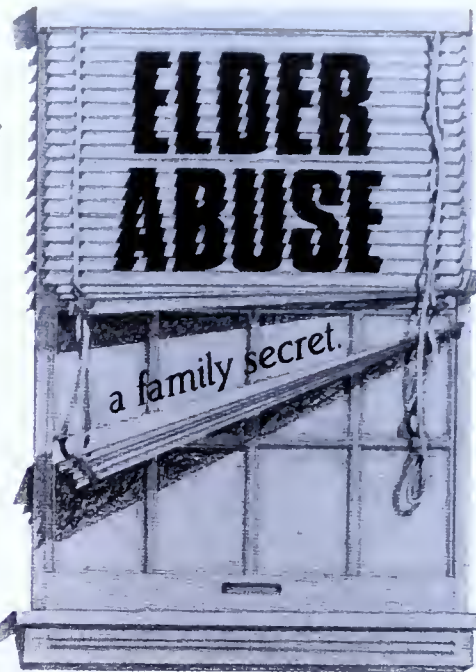
First Things First, for the Public Television Outreach Alliance and PPTN gave stations significant additional funding to promote literacy locally. PPTN also funded WVIA's documentary *AIDS in Rural America*, which aired statewide and served as a resource for national outreach on AIDS. As part of the local outreach on AIDS, five PPTN stations participated in the innovative AIDS High School Video Competition, which challenged students to produce short educational videos on AIDS. The best of these videos have been compiled into a classroom-length AIDS education program and made available to schools nationwide.

To highlight pressing social issues, WVIA used PPTN funds to produce



Local election coverage on WLVT

Elder Abuse



a documentary on elder abuse, and WQEX continued to interact with the Pittsburgh community through its innovative *Job/Help Network*. The network, a partnership of public and private agencies, is the largest television project in the nation aimed at getting the unemployed and underemployed into the work force. WHYY's locally produced *Something Magical* about handicapped and non-handicapped children working together accomplished something special



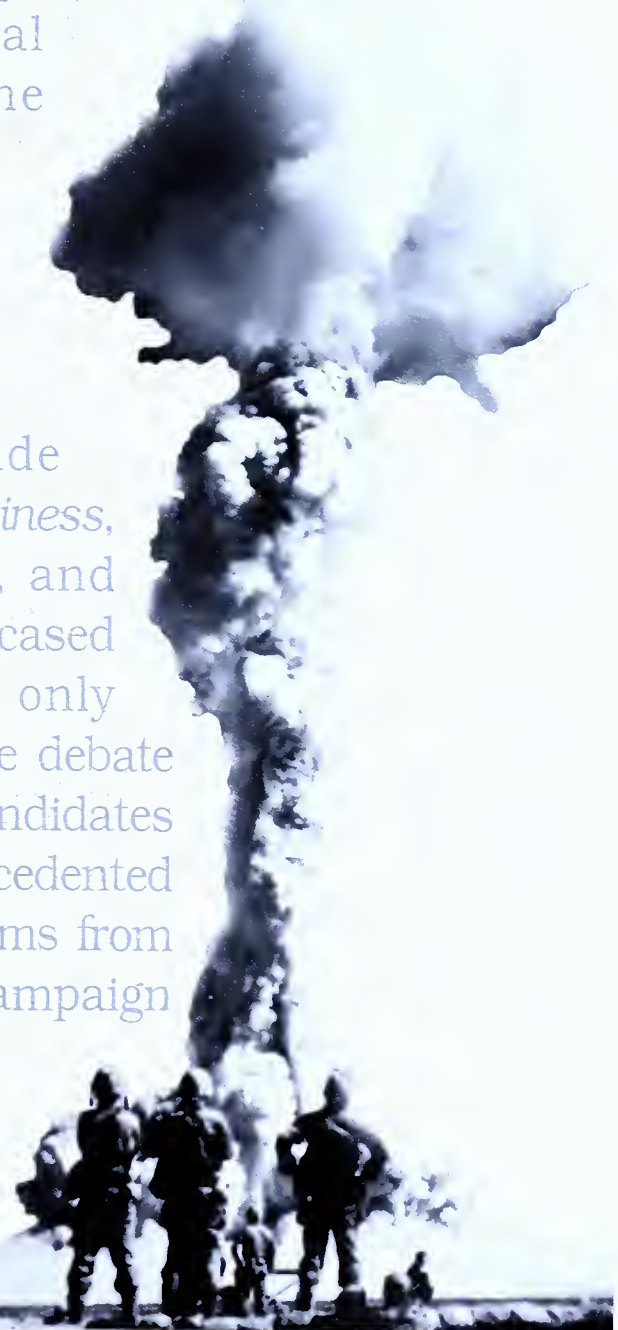
Something Magical

and won a national award from the Eastern Educational Television Network.

Nationwide, state-wide and locally it was the year of Campaign 88! PPTN's statewide series *The People's Business*, produced by WQED, and

The State of Pennsylvania, produced by WITF, showcased statewide races and gave viewers perhaps their only opportunity to hear the candidates for statewide office debate the issues. Locally stations provided a forum for candidates and nationally PBS provided election coverage of unprecedented breadth and depth, offering 16 special election programs from September to election eve, in addition to regular campaign coverage on the *MacNeil/Lehrer Newshour*.

War And Peace In The Nuclear Age



A CHANNEL OF COMMUNICATION TO ENCOURAGE ARTS AND IDEAS

"We Pennsylvanians want to be known in history for the ingenuity and creativity with which we addressed our problems and for the advances that we made in building a more humane and just world.

The cultivation of the intellect and the imagination is essential to our success."

Governor
Robert P. Casey



*Taking Chances: The Governor's
Awards for Excellence*

"They've changed this world in which we live," and reminded us that "we do have the human potential to build a better future." With this high praise, Governor Casey opened the ceremonies honoring the winners of the Governor's Awards for Excellence in the Arts, Humanities and Sciences. *Taking Chances: The Governor's Awards for Excellence*, produced by WITF for PPTN, made it possible for viewers statewide to know and appreciate these extraordinary Pennsylvanians.

To showcase musical excellence across the state, PPTN funded WQED's celebration of gospel music, *Make a Joyful Noise*, and WPSX's *Fred Waring's U.S. Chorus: United We Sing*, featuring 100 gifted



*Tolerance: William Penn's
Holy Experiment*





Fred Waring's U.S. Chorus:
United We Sing

young singers in a rousing program of all-American music.

To encourage diverse programming, *P.O.V.*, a series of independent documentaries, aired nationwide to critical acclaim, and both WHYY and WQEX aired works by independent local producers. WPSX also created the first-ever partnership between a university-licensed public television station and a university professional

theatre to produce the nationally broadcast musical *The All Night Strut!*

Nationally, public television treated viewers to bold and innovative performances from around the world on the contemporary arts series *Alive From Off Center* and continued to delight with more traditional programs

such as *Dance in America*, *Great Performances* and *Evening at Pops*.

Ideas are what public television is all about. PPTN funded WQLN's thoughtful production of *Tolerance: William Penn's Holy Experiment*, a look at religious freedom in Pennsylvania, and nationwide Fred Friendly's *Ethics in America* and Bill Moyers' *World of Ideas* drew widespread acclaim.



Ethics in America

Make a Joyful Noise



A CHANNEL OF COMMUNICATION TO ADDRESS RURAL AND URBAN ISSUES

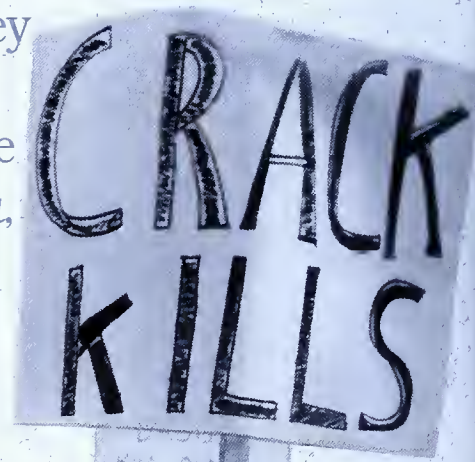
One PPTN series that is a favorite with urban and rural Pennsylvanians alike is the popular *Outdoor Pennsylvania*, produced by WPSX. The program, now in its sixth season, has visited 41 Pennsylvania counties in 68 features over the past five years and continues to encourage pride in Pennsylvania's natural beauty and show viewers fascinating places they can explore themselves.



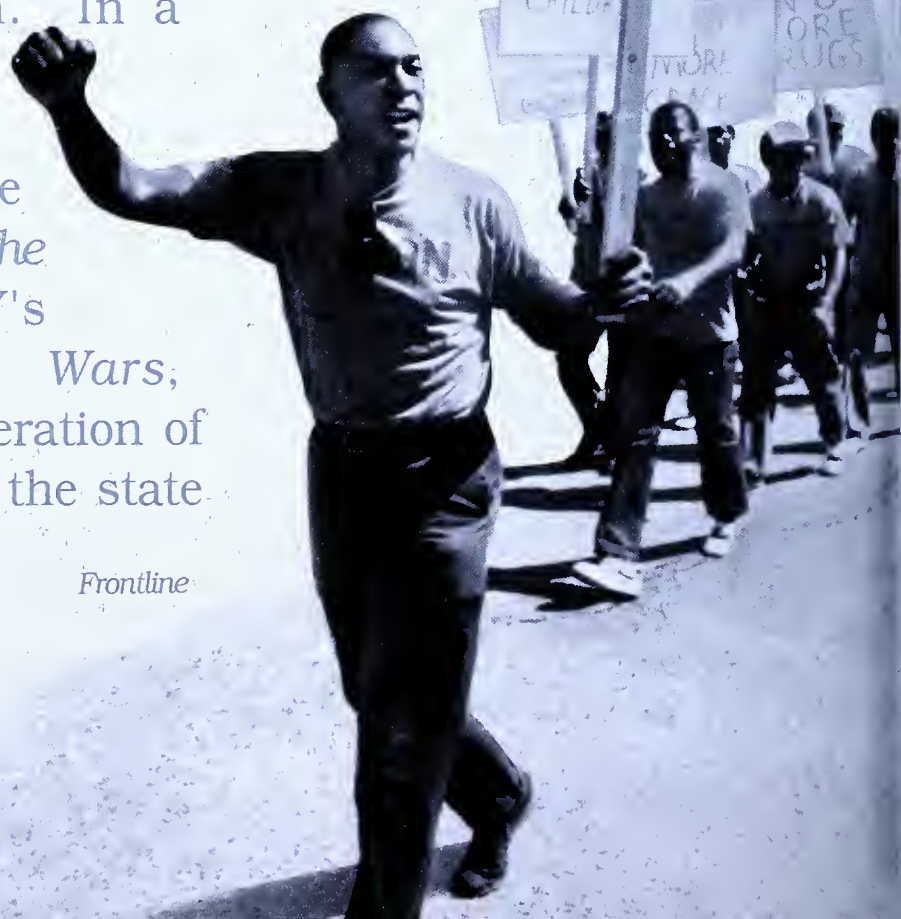
*Acid Rain: The Cost
of Combustion*

Rural and urban issues also were aired on *The State of Pennsylvania*, PPTN's weekly single issue public affairs series, with segments on the homeless, Pennsylvania's war on drugs, and acid rain in the Commonwealth. In a penetrating look at Pennsylvania as both a polluting state and a victim state, WVIA produced the Pennsylvania special *Acid Rain: The Cost of Combustion*. WHYY's Pennsylvania special, *UZI Wars*, documented the shocking proliferation of semi-automatic weapons across the state and nation.

To address one of the most pressing problems that affects both small rural



Frontline



UZI Wars



and poor urban schools, PPTN this year joined a pilot project of the Satellite Educational Resources Consortium (SERC) to deliver satellite TV courses to schools where qualified teachers are not available in certain subjects or where the number of interested



AIDS in Rural America

students does not justify hiring an instructor. The project included two live, interactive courses in Japanese and Probability and Statistics, a non-credit course in science, and several credit courses for teachers. Seven Pennsylvania schools or school districts joined in the highly successful demonstration project, which is being expanded nationwide to include additional satellite courses and additional schools. In Pennsylvania, 45 schools or school districts are participating for the 1989-90 school year.

Nationally, urban and rural issues were addressed on *Conserving America*, *Frontline*, *Wild America* and a variety of other PBS specials.

People must
certainly have a
better appreciation of
Pennsylvania after
seeing our programs
and they will be a
pride to us.
Education
Vernon (response to
Outdoor Pennsylvania)



CHANNEL OF COMMUNICATION TO FOCUS ON LEARNING

This year PPTN provided funding for a two-year demonstration project that allows PPTN stations to offer schools in their broadcast area access to a new computer database called Learning Link. Two stations, WITF and WQED,

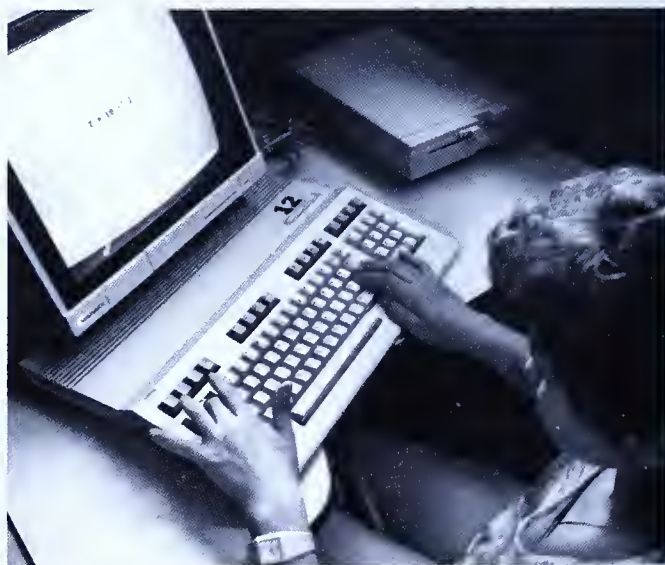


What's In The News

began offering the service for the 1989-90 school year. Learning Link provides teachers with information about the more than 80 different instructional television series that PPTN and stations provide for use in Pennsylvania schools, including program synopses, subject areas, grade levels, recording rights and schedules, all cross-indexed for easy

use. Learning Link also interfaces with a wide variety of other databases, and offers electronic forums to encourage teachers, librarians, media coordinators and others to exchange ideas on a variety of subjects.

One of the instructional programs offered to schools is WPSX's *What's In The News*, the weekly current events program that is watched by more than 10 million children nationwide each week during the school year. This year, *What's In The News* won a prestigious award for "quality in children's television" from Action for Children's Television.



Our Schools, Our Children

Educational success stories were highlighted in *Our Schools, Our Children*, a PPTN-funded program co-produced by WQLN and WITF that profiled three

Mister Rogers' Neighborhood



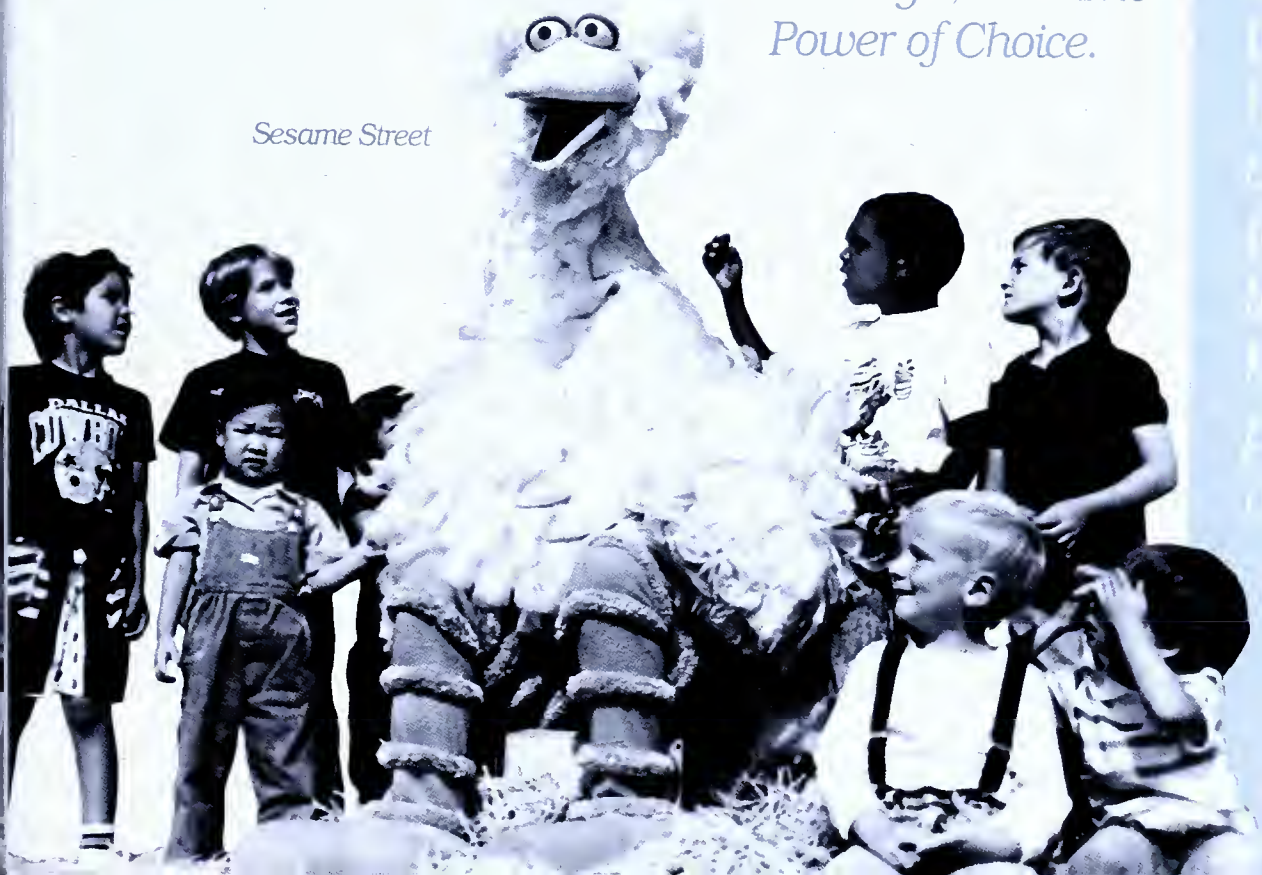
Scholastic Scrimmage celebrates its 15th season on WLVT.

Pennsylvania schools that have led low-income children to high achievement. And nationally *Learning in America* devoted an unprecedented five prime-time hours to

reporting on success and failure in the nation's classroom.

Public television continued to provide an oasis for young people of all ages with series like *Mister Rogers' Neighborhood*, *Square One TV*, *Reading Rainbow*, *Degrassi Junior High*, and *The Power of Choice*.

Sesame Street



"Through television, we have opened channels to show and tell our children that they matter, matter in the world, they are important. That it's not all about sports and all about money. That we have values and we have children who are good and responsible. These are the values that we want to instill in our children. We want them to be good, honest, and responsible people and to be able to make good choices."

A CHANNEL OF COMMUNICATION TO ACT AS A CATALYST FOR CHANGE

"My concern, my fear is about access on the public sector side."

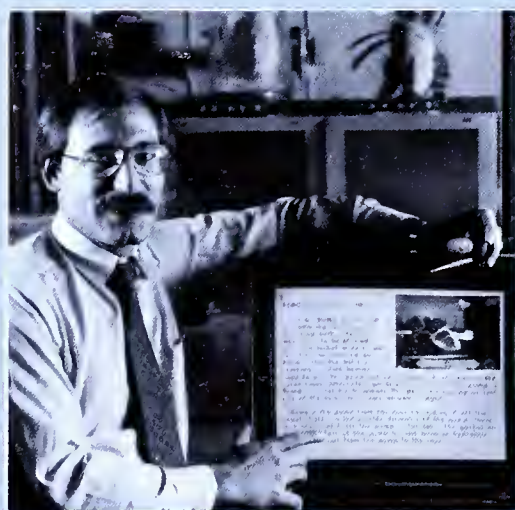
Paul Norton,

Executive Director, Western Piedmont
Radio and Television, former
president of PPTN's Advanced
Communications Technologies
Section

PPTN took a leading role in encouraging dialogue on advanced communications technologies in Pennsylvania by sponsoring a wide-ranging seminar on the subject. Dr. Andrew Lippman, associate director, Massachusetts Institute of Technology Media Lab, keyed the session with his vision of "The Face of Communications in the Year 2001," touching on high definition television and the intersection of computers with communications. Speakers from the telephone industry and the cable industry talked about high definition television from their points of view, and leaders in the areas of satellite communication, government regulation, public access, and information age technologies in other states gave their ideas on advanced communications technologies and their impact on Pennsylvania, the nation and the world. The conference was enthusiastically received as an opportunity to exchange ideas, and conference highlights were widely distributed through PPTN's quarterly newsletter.

To make videoconferencing more affordable for small-group meetings of state agencies and non-profit organizations, PPTN installed small videoconferencing equipment at each of the seven stations this year. These units can be used by two to three people for two-way, interactive videoconferencing between any or all of the PPTN stations.

PPTN and the stations also made Penntext, a daily TV text service, available to deaf and hearing impaired viewers across the state. Penntext carries national, state and local news and other information of interest to the deaf and hearing impaired community.



Dr. Andrew Lippman

Funding

Network Operating Fund

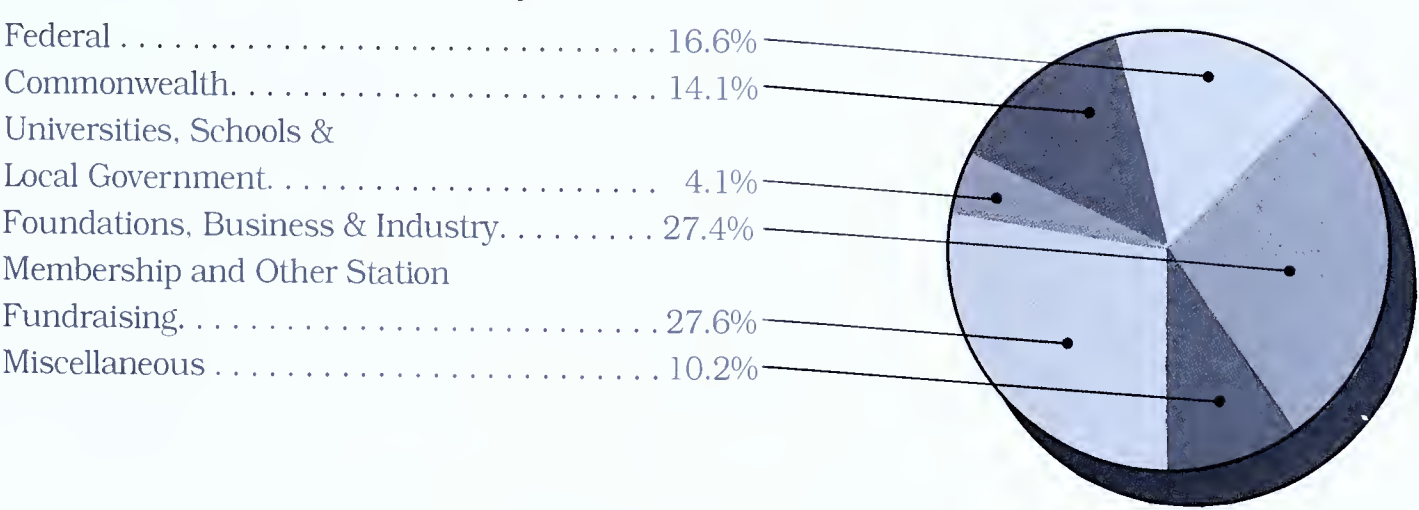
(Fiscal year ended June 30, 1989)

Networking	Commission & Executive Offices	\$ 395,790
	Fiscal Office	424,133
	Communications Office	78,743
	Technical Operations	1,733,076
	Network Scheduling	117,069
	Total Network Operating Fund	\$2,748,811

Grants To PPTN Stations

Operating Grants	General Operations	\$3,165,000
	Capital Equipment & Facilities	516,000
	Minority Training	154,000
	Sub-total	\$3,835,000
Programming Grants	Program Acquisition/Local Production	\$1,707,000
	Promotion	75,000
	Community Service	94,000
	Statewide Program Production	1,587,000
	Statewide Program Promotion	129,000
	Sub-total	\$3,592,500
	Total Grants to PPTN Stations	\$7,427,500
	Total Appropriation	\$10,176,311

Funding Sources For
Public Television In Pennsylvania



Staff

Executive Office

H. Sheldon Parker Jr.
General Manager

Richard A. Jones
Deputy General Manager

Kathleen H. Armstrong
Assistant to the General Manager

Violet A. Shoemaker
Administrative Secretary

Constance R. Crowder
Clerk-Typist/Receptionist

Fiscal Office

Steven Schaeffer
Director of Fiscal Management

Lorraine Crandall
Fiscal Assistant

Robert Homer
Fiscal Assistant

Communications

Joan D. Aufiero
Director of Communications

Program Operations

Marianne Markey
Manager of Network Scheduling

Gary L. Schlegel
Traffic Manager

Winifred Kostoff
Traffic Manager

Operations Center

Larry J. Messenger
Director of Technical Operations

Richard E. Kaelberer
Ronnie A. Smith
Robert E. Swank
Assistant Directors/Technical Operations

Dale E. Stough
Manager/Technical Support Services

Technicians

Paul E. Borusky
Robert K. Boulware
Earl J. Gibson Jr.
Marlin E. Hobough
Lewis R. Keiffer Jr.
James H. Mears



PPTN Network Operations Center

**1991
Annual Report****Pennsylvania Public
Television Network
Commission**

JUN 11 1992

Challenge is defined as an invitation

into competition; to dare, demand, confront, question; to stimulate by presenting difficulties. Throughout a year of considerable flux, the Pennsylvania Public Television Network Commission confronted many challenges. Internal and external forces altered the structure, operations, and, ultimately, the future of public telecommunications. Pennsylvania's stagnating economy limited available funding sources that would have facilitated overcoming many associated obstacles. PPTN-member station activity continued to be strong as network staffing declined. Escalating educational crises demanded expansion of critical programs and services to improve teaching and learning in our Commonwealth's schools. The rapid evolution of TV-based technologies put additional pressure on broadcast capabilities which need to be upgraded.

Undeterred by such challenges,

the Pennsylvania Public Television Network met difficult decisions with decisive action and adapted to those forces beyond its control. By streamlining operations and redirecting effort and resources, PPTN was able to improve and expand programming and services, to continue its role as a premier Pennsylvania information, education, and cultural resource.



PPTN Educational Services Annual Report

PPTN Educational services have greatly diversified from the original instructional television services initiated with the creation of the Pennsylvania Public Television Network Commission in 1968. In 1991, PPTN improved Instructional Television (ITV) programming services, delivering more than 80 educational series to over 800,000 Pennsylvania students through broadcast, cable, Instructional Television Fixed Services, Audio-Video, duplication, and early morning distribution. PPTN continues participation in educational computer services and satellite teleteaching, extending educators ability to reach students in even the most remote and economically deprived areas. Text services deliver essential news and information via television decoder device, a service previously unavailable to Hearing Impaired (H-I) citizens in the Commonwealth. PPTN's telecommunications services enhance and promote Pennsylvania's educational endeavors, finding cost effective responses to increasingly complex educational needs.

Technological advances at PPTN's Network Operations Center enhanced member stations' scheduling flexibility and increased availability of Instructional Television programming. Through PPTN and its member stations, ITV provides preschool through twelfth grade students, educators, and parents with educational audio, video, computer, text, graphics, and data as part of the educational mainstream. Programs range from **Letter People**, a reading skills/phonics program for Kindergarten and first grade students, to **Futures**, a program that demonstrates to seventh through twelfth grade students how math relates to the working world. More than 100 educators from across the state attended a workshop on **Futures** utilization sponsored by PPTN and its member stations. Utilization materials, workshops, and other educational services enhance traditional educational roles while also responding to the changing needs of learners. ITV media and technology motivates and involves young people, introduces them to new learning

opportunities, and reinforces important concepts and learning skills.

Headquartered at PPTN's operations center, Learning Link is an on-line computer service providing a versatile communications tool to Pennsylvania educators and their students. Learning Link supports an interactive forum on Pennsylvania programs "What's in the News" and "Weather World," Instructional Television, classroom exchanges, and environmental concerns. Additionally, PPTN staff provides integral utilization, training, and technical support to member stations and their related educational organizations.

PPTN continued its second year of membership in Satellite Educational Resources Consortium (SERC). In partnership with Pennsylvania's Department of Education, the use of technology enabled schools across Pennsylvania to participate in interactive classes such as Japanese I & II, Russian I & II, Probabilities and Statistics, and Economics. Staff development programs are a supplemental service available to education leaders through SERC. PPTN engineers provide statewide technical assistance and the network's library contains instructional recordings for SERC participating schools.

Penntext, a service for the Hearing Impaired, is provided through PPTN and its member stations. This text service transmits state, local, and H-I news updates and information, through a television decoder box, a process comparable to closed-captioning. The passage of the Television Decoder Circuitry Act of 1990 will soon require equipping all 13" or larger televisions with circuitry to display closed-captioning, making an already vital service more important to many Pennsylvania citizens. The aim of this federal law is to better serve the needs of the deaf and Hearing Impaired through telecommunications technology, a goal shared by PPTN.

PPTN reinforces and extends the scope of Pennsylvania's education goals through telecommunications technology, computer services, satellite teaching, and services to the Hearing Impaired community. PPTN's educational services

will continue to look to the future of applicable technologies, programming, and service on behalf of its member stations, the education community, and all Pennsylvanians.

PPTN Programming Annual Report

The Pennsylvania Public Television Network Commission continued its commitment to assist member stations in providing original, informative, educational, and cultural programming. Member stations profiled important contemporary issues, and presented indepth coverage of news and public affairs. Locally produced programs are an important community educational resource that are as entertaining as they are instructional. Public television programming opens windows to other civilizations and broadens our horizons. Fulfilling a unique role, local stations are able to depict events, celebrations, and problems characteristic of their region, while addressing issues significant to Pennsylvania's citizens that are otherwise neglected by the national broadcast networks. The Pennsylvania Public Television Network Commission provided financial assistance to member stations to create exciting, innovative programs that fostered greater understanding of ourselves and the world in which we live.

The following is a list of the PPTN-funded programming produced by member stations and broadcast, or scheduled for broadcast, during the 1990-91 fiscal year and which were carried statewide.

Cataract Surgery - live from Wills Eye Hospital in Philadelphia featured Dr. Raymond Adams performing cataract removal/lens implant surgery.

The People's Business - a weekly half-hour program on State Government which also included the following special editions:

Our Prisons: No Way Out?

The Governor's Inauguration: A People's Business Special

The Casey Budget: A People's Business Special

The Live Debate on the City of Philadelphia: A People's Business Special

Juvenile Justice Reform in Pennsylvania: Promises Kept, Promises Broken - examines the juvenile justice system, its major reforms, and explores positive and negative aspects of change in the system.

The Allentown Band in a Tribute to John Philip Sousa - nationally acclaimed Allentown Band interprets Sousa's pre-World I era music.

PIAA Wrestling - coverage of the Pennsylvania Interscholastic Athletic Association Tournament AA and AAA Championship Finals.

Outdoor Pennsylvania - three one-hour specials investigating Pennsylvania natives, wildlife, and natural resources.

Fred Waring's U.S. Chorus 1990 - enthusiastic performance by the gifted National singing and dancing group, many of whom are Pennsylvania natives.

Roots: A Pennsylvania Story - a revealing look into the Harris's 51st family reunion, a black Huntington, Pennsylvania family's examination of their origins, and its significance for each family member.

Polka Celebration - six programs featuring performances by local Altoona and Johnstown Polka bands.

Pennsylvania 2000: A Project to Build a Better Pennsylvania - the second year of a series of four documentaries examining issues relevant to the citizens of Pennsylvania. The series seek to unite ourselves as individuals, as members of a community, and as Pennsylvanians in the effort to begin building a better Pennsylvania.

A Practical Guide to Environmental Shopping
The People's Agenda
How I Can Change the World

Wylie Avenue Days - through personal accounts, archival photography and film, this documentary evokes an era of Pittsburgh's Hill District when it was known as the "Crossroads of the World." In its heyday Wylie Avenue was the thriving center of the black community, attracting celebrities such as Count Basie, Cab Calloway, and was home to two of the best Negro baseball teams in the country.

Make A Joyful Noise - the eighth production of the popular series features powerful interpretations by several Western Pennsylvania gospel groups along with informative and entertaining commentary by musicologist Reverend Richard Allen Farner.

Rise and Fall of the Tin Toy Dynasty - a case study of innovative toymaker Louis Marx's extraordinary rise from impoverished errand boy to 26 year old millionaire "King of the Toymakers." Marx's toys are among the most recognizable, affordable, and most cherished in the toy industry, and include the Yo-yo, the Big Wheel, Rock 'm Sock 'Em Robots, The Best of the West Figures, and the Merry-makers.

The Timber Rattler - contrasting scenes of controversial snake roundup with scientists and naturalists observing the snakes in their native habitat, this documentary explores the role of Pennsylvania's indigenous snake species, *Crotalus horridus*, as it appears on the verge of becoming an endangered species.

Dating Rights: Gang Rape on Campus - exposes the reality of gang-rape through interviews with professional counselors, victims, convicted rapists, and an enlightening docudrama illustrates how 90% of rapes are planned in advance.

The Heirs of Columbus in Pennsylvania - commemorating the 500th anniversary of Columbus' arrival in America, this documentary traces the history Pennsylvania's Boal family, descendants of Christopher Columbus.

PPTN Technical Operations Annual Report

The Pennsylvania Public Television Network's Technical Operations Center is the heart of public television in the Commonwealth. Located in Hershey, Pennsylvania, the PPTN Operations Center is the principal link in the sophisticated interactive microwave network connecting Pennsylvania's seven public television member stations. Delivering indispensable programming and educational services to the Commonwealth through a complex system of automated and semi-automated equipment, PPTN receives, records, and transmits national and regional programs at various times to individual requesting stations. Providing each independent station reliable, uninterrupted service proves increasingly complicated due to decreasing staff, aging equipment, and spiraling demands. Notwithstanding, PPTN technical operations recorded 3,524 hours of programming and transmitted 15,224 hours, filling 98.45% of member station requested programming. To achieve the level of service achieved necessitated streamlining operations, modifying system software, and maintaining and replacing essential broadcast equipment.

Making the most of existing facilities is a top priority in a difficult economy. Relocating equipment in the Technical Center improved monitoring capabilities and reduced discrepancies. Additionally, a series of software modifications

reduced discrepancies, processed station transactions more efficiently, and eliminated service interruptions for station programming schedule verification. Improving the efficiency of existing technologies enabled a downsized PPTN Technical Operation staff to meet increased station demand and improve service overall.

PPTN enhanced and expanded Technical Operation's capabilities by replacing deteriorating equipment, and adding new equipment. An Uninterruptable Power Supply (UPS) prevents interruptions in service due to lightning strikes, a common source of technical difficulty. Augmenting recording capabilities, a fourth PBS receive system was added also reducing discrepancies. Replacing an aging audio console provided improved reliability in production control. Source identification equipment was also installed on video tape machines providing instant verification of program source and allowing rapid corrections of possible switching errors.

Expanded services providing additional benefits to stations included: added start times, permitting additional underwriting opportunities; early and late feeds to expand actual air time; and multiple recordings of programs to resolve scheduling conflicts between stations.

PPTN must not only meet present needs, but also prepare for the future's rapidly advancing technologies. High Definition Television (HDTV), an important new technology, is projected to be transmitting by mid 1993. HDTV produces a dramatically better picture, requiring a substantially larger band width than current broadcast signals. A possible benefit resulting from impending HDTV channel assignment may be the revision of current FCC translator restrictions to permit translator construction in remote unserved areas of Pennsylvania. Fiber optics, compressed video, and many other telecommunications technologies continue to evolve. The Pennsylvania Public Television Network is preparing today for technological innovations, insuring future availability of programs and services upon which so many Pennsylvanians rely.

Funding (Fiscal year ending June 30, 1991)

Network Operating Fund

Networking	Commission & Executive Offices	386,252
	Fiscal Office	383,754
	Communications Office	74,150
	Technical Operations	1,712,714
	Network Scheduling	129,358
	Total Network Operating Fund	<u>\$ 2,686,228</u>

Grants to PPTN Stations

Operating Grants	General Operations	3,234,243
	Capital Equipment & Facilities	693,318
	Minority Training	154,000
	Sub-total	\$ 4,081,561
Programming Grants	Program Acquisition/Local Production	2,013,000
	Promotion	64,000
	Community Service	94,000
	Statewide Program Production	1,295,028
	Statewide Program Promotion	111,736
	Sub-total	\$ 3,577,764
<u>Total Grants to PPTN Stations</u>		<u>\$ 7,659,325</u>
<u>Total Appropriation</u>		<u>\$10,345,553</u>

Funding Sources for Public Television in Pennsylvania

Federal	14.29%
Commonwealth	14.00%
Universities, Schools & Local Government	6.18%
Foundations, Business & Industry	26.46%
Membership & Other Station Fundraising	32.02%
Miscellaneous	7.05%

***Pennsylvania Public Television Network
Station Management (1990-91)***

WHYY-TV	Dr. Frederick Breitenfeld Jr., President
WITF-TV	Stewart D. Cheifet, President and General Manager
WLVT-TV	Sheldon P. Siegel, President and General Manager
WPSX-TV	Mark D. Erstling, General Manager
WQED-TV	Lloyd E. Kaiser, President
WQLN-TV	Paul E. Stankavich, President and General Manager
WVIA-TV	A. William Kelly, President and Chief Executive Officer

Pennsylvania Public Television Network Commission (1990-91)

Commission Officers

Chairman
Mr. Philip I. Berman
Allentown

Vice Chairman
Mr. Louis I. Pollock
President
Morris Coupling Company
Erie

Mr. Marlowe Froke
General Manager
Division of Media and Learning
Resources
The Pennsylvania State
University
University Park

Mrs. Penelope M. Gerber
Consultant
Penlyn

Dr. Patrick F. Toole
Executive Director
Central Susquehanna
Intermediate Unit
Lewisburg

Dr. Albert C. Van Dusen
**Vice Chancellor and
Professor Emeritus**
University of Pittsburgh
Pittsburgh

Commission Members

Hon. Roy C. Afflerbach
Senate of Pennsylvania
Harrisburg

Mrs. Carol R. Brown
Chairman
Pennsylvania Council on the
Arts
Pittsburgh

Hon. Donald M. Carroll Jr.
Secretary
Pennsylvania Department
of Education
Harrisburg

Mr. Bart H. Cavanagh Sr.
President
The Cavanagh Funeral
Homes
Philadelphia

Dr. Helen B. Craig
Research Director
Western Pennsylvania School
for the Deaf
Pittsburgh

Ms. Myrna M. Delgado
**Bilingual Education
Advisor**
Pennsylvania Department
of Education
Harrisburg

Hon. Ellen Harley
House of Representatives
Harrisburg

Joseph D. Hughes, Esq.
Pittsburgh

Hon. Charles D.
Lemmond Jr.
Senate of Pennsylvania
Harrisburg

Mr. Douglas G. Lovell Jr.
President
Addwell Industries, Inc.
Villanova

Ms. Sara Parker
Secretary's Designee
Pennsylvania Department
of Education
Harrisburg

Sheldon P. Siegel
**President and Chief
Executive Officer**
WLVT-TV
Allentown/Bethlehem

Dr. Enrico A. Serine
**Director of Academic
Advising**
Mansfield University
Mansfield

Mr. Richard Stafford
President
FARR Communications, Inc.
Somerset

Hon. Peter C. Wambach
House of Representatives
Harrisburg

Advisory Members (Non-voting)

Staff

Mr. H. Sheldon Parker Jr.
**Secretary-Treasurer and
Chief Executive Officer**
Pennsylvania Public Television
Network
Hershey

Legal Counsel

Rosalyn K. Robinson, Esq.
Deputy General Counsel
Harrisburg

Comptroller

Mr. Ronald Blough
Comptroller
Pennsylvania Department
of Education
Harrisburg

Pennsylvania Public Television Network Staff

Executive Office

H. Sheldon Parker Jr.
General Manager

Richard A. Jones
Deputy General Manager

Violet A. Shoemaker
Administrative Secretary

Constance Crowder
Clerk/Typist

Fiscal Office

Steven Schaeffer
Director of Fiscal Management

Lorraine Crandall
Fiscal Assistant

Robert Homer
Fiscal Assistant

Communications

Joan D. Auffiero
Director of Communications

Education

Nancy Aponick
Director of Educational Services

Program Operations

Marianne Markey
Manager of Network Scheduling

Gary Schlegel
Traffic Manager

Winifred Kostoff
Traffic Manager

Operations Center

Ronald T. Lask
Director of Engineering and
Operations

Richard E. Kaelberer
Ronnie A. Smith
Robert E. Swank
Assistant Directors/Technical
Operations

Dale F. Stough
Manager/Technical Support
Services

Paul E. Borusky
Robert K. Boulware
Earl J. Gibson Jr.
Marlin E. Hobough
James H. Mears
Robert J. Padamonsky
Technicians

FUTURE
DIRECTIONS
FOR PUBLIC
TELEVISION

ppts

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These statues and other rare and exquisite objects are featured in *Mummies, Tombs, and Various Pieces of Ancient Egypt*, a PPTN-funded program about the Walton Hall of Ancient Egypt in the Carnegie Museum of Natural History in Pittsburgh.

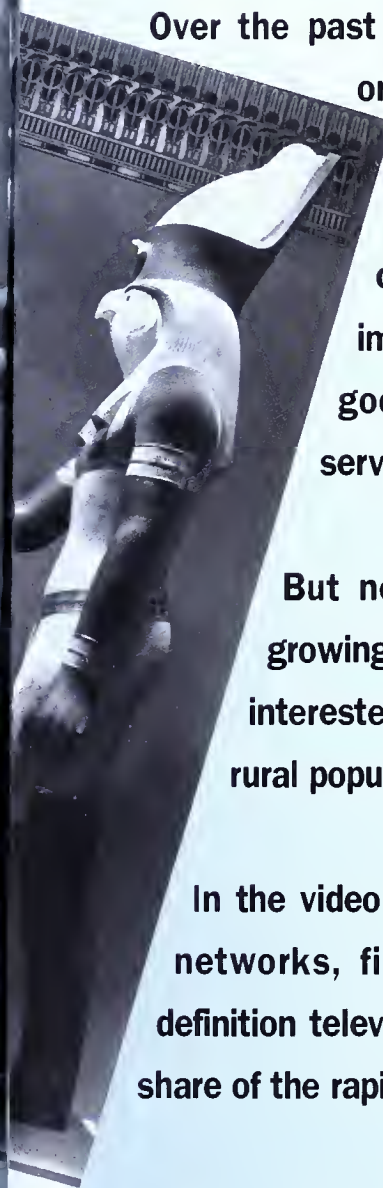


PPTN's satellite dishes operate on both C-Band and Ku-Band to receive programming from the Public Broadcasting Service, the Satellite Educational Resources Consortium, and other national and regional resources.



Pennsylvania Public Television Network ■ The Second Generation

The Pennsylvania Public Television Network recently completed a wide-ranging study of future directions for public television as it begins its second generation of service to the Commonwealth.



Over the past 20 years, the network has essentially achieved its original goal of making public television service available to all Pennsylvanians. Today approximately 98 percent of the state receives public television coverage via broadcast or cable service. And, more importantly, public broadcasting is perceived as a "public good" and highly ranked as an important community service, according to a 1988 statewide survey.

But new challenges abound. Pennsylvania's economy is growing slowly. The population is becoming older and more interested in the quality of life. There is a modest rise in the rural population.

In the video marketplace, competition continues to grow as cable networks, fiber-to-the-home, direct broadcast satellites, high definition television, VCRs, interactive laserdiscs, and others vie for a share of the rapidly changing telecommunications market.

What can PPTN, as a telecommunications agency, do to meet these challenges? These highlights from the Network's Long Range Plan outline its directions and priorities for the 90s. The complete study is available upon request.

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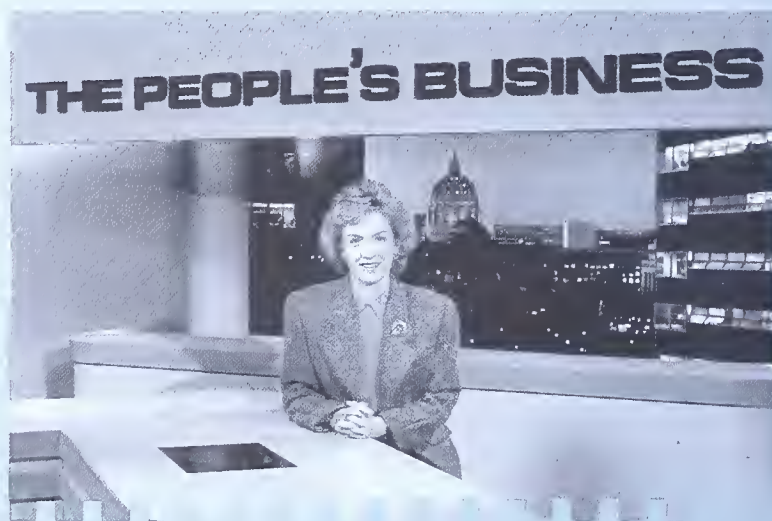
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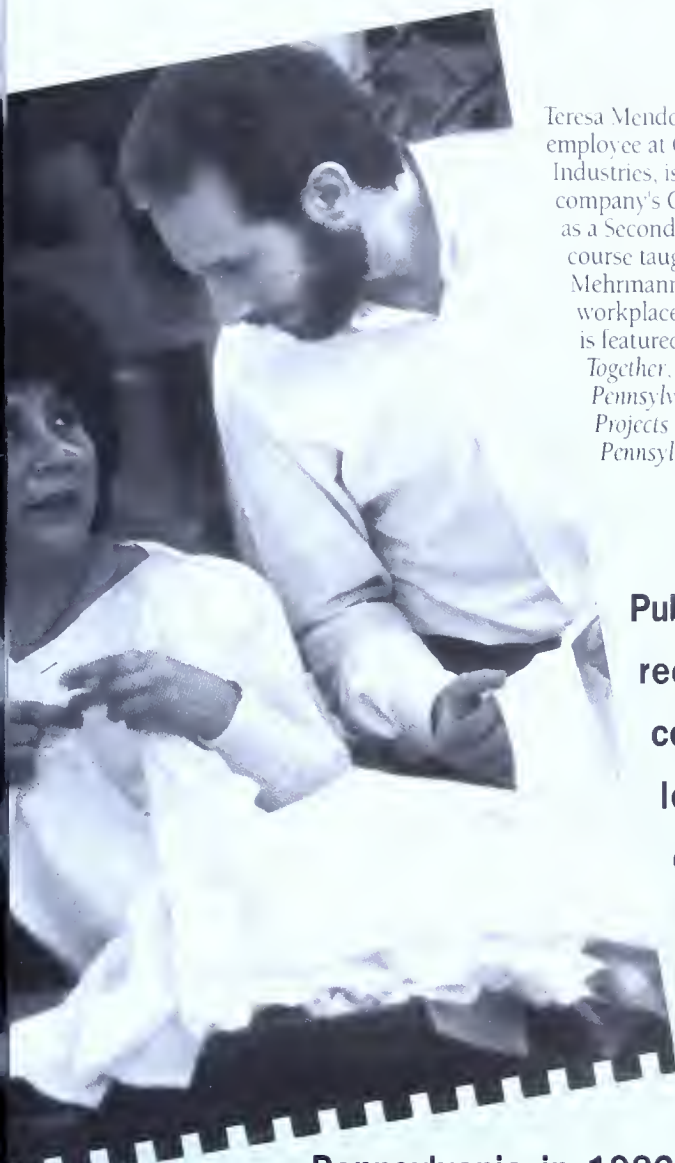
Priority: To Create Programming of Unquestioned Value

PPTN is committed to funding programs that celebrate Pennsylvania's history and heritage and will continue, as well, to offer Pennsylvanians timely, in-depth programs such as **THE PEOPLE'S BUSINESS**, Pennsylvania's only weekly Capitol newsmagazine.

But equally important is the challenge to create programming that is of unquestioned value to the community as a whole. To meet this challenge, PPTN is underwriting a new series, **PENNSYLVANIA 2000: PROJECTS TO BUILD A BETTER PENNSYLVANIA**. Each **PENNSYLVANIA 2000** program focuses on a statewide concern—such as the relatively small number of Pennsylvanians going on to college or other post-secondary education—and works closely with community groups to raise awareness and seek solutions to the problem. And the programming is making a difference. More than 5000 students and parents asked for information about educational options following the **PENNSYLVANIA 2000** program **GOING PLACES: HOW TO GET TO COLLEGE**.

Kate Megargee hosts *The People's Business*, PPTN's award-winning, statewide newsmagazine that originates from the state capital.





Teresa Mendoza (left), an employee at Good Lad Industries, is a student in her company's GED and English as a Second Language (ESL) course taught by Matt Mehrmann (right). This workplace literacy program is featured in *Working Together*, part of PPTN's *Pennsylvania 2000: Projects to Build a Better Pennsylvania* series.

Public television was among the first to recognize the tremendous power that could be generated when media and the local community work together to confront a problem, create awareness, and seek solutions. **THE CHEMICAL PEOPLE**, a media/outreach project to combat teenage drug and alcohol abuse, for example, began in

Pennsylvania in 1982, mobilized communities across the nation, and continues to operate today with 300 Chemical People task forces in Pennsylvania and 8000 local task forces nationwide.

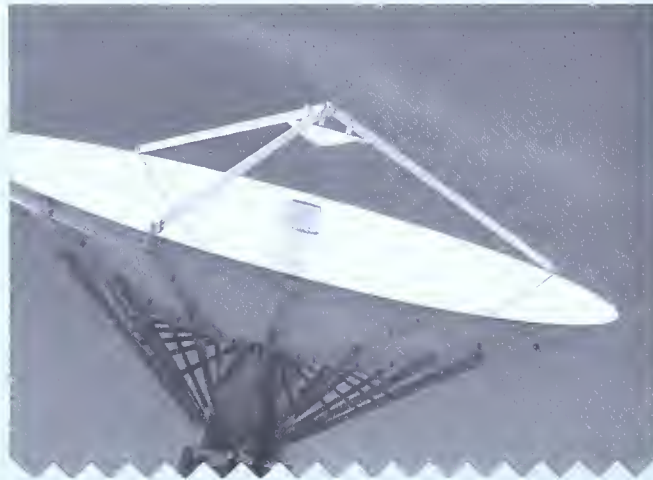
As part of this community outreach, the Pennsylvania Public Television Network continues to focus on issues of ongoing concern: literacy, the environment, the family. All are closely tied to Pennsylvania's economy and changing demographics.



Shoppers participate in the first "environmental shopping spree" searching for the most environmentally sound products on *Saving Pennsylvania, By the Grass Roots*, part of PPTN's *Pennsylvania 2000: Projects to Build a Better Pennsylvania* series.

Priority: To Become a Telecommunications Resource

As state agencies become more sophisticated and more cost-conscious users of video, audio and data communications, PPTN can act as a significant telecommunications resource within state government. To help state agencies monitor, plan and advocate telecommunications innovations, PPTN is uniquely positioned to draw upon a reservoir of talent at the network itself, at member stations, and at public television stations and educational organizations nationwide that are involved in pioneering new telecommunications initiatives.



PPTN's seven-meter steerable satellite dish is capable of accessing programming from any domestic C-Band satellite.



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PPTN currently operates the state's only two-way, fully interactive videoconferencing system, interconnecting seven conveniently located sites across the state. This system can be a valuable resource for time-saving, cost-effective meetings of state agencies and non-profit organizations.

As just one example of how telecommunications can expand state resources, PPTN's satellite downlink made it possible for Pennsylvania Department of Health staff to monitor the entire International AIDS Conference in San Francisco live from PPTN's Network Operations Center in Hershey. PPTN also taped the conference for use as a continuing resource.

Since the network began operations, PPTN stations have been linked by a microwave network. But what about the future? How will global, national and state telecommunications options and opportunities affect public television in Pennsylvania? PPTN is committed to working with

relevant state and national agencies to assure that Pennsylvania viewers always will have access to educational and informational programs whether they are delivered via microwave, cable, fiber, or satellite networks.



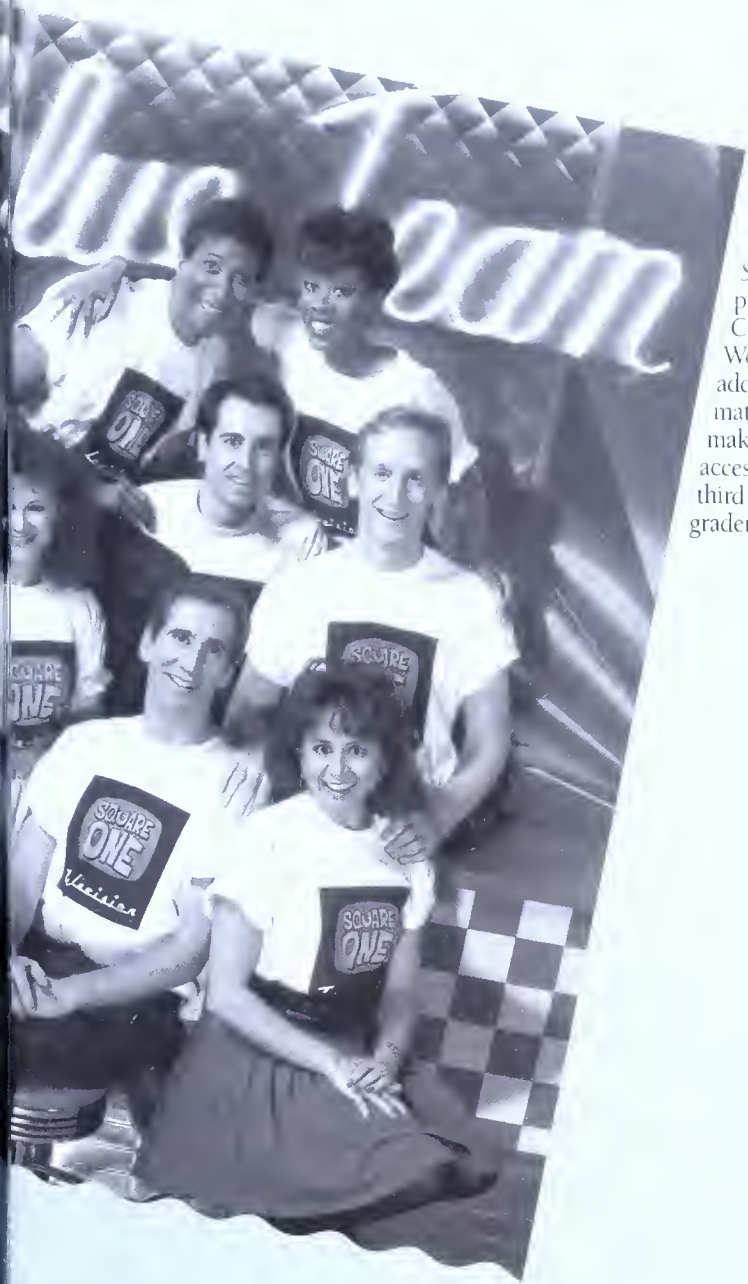
PPTN's computer operated Network Operations Center is fully stereophonic. It operates 18 hours a day, seven days a week, recording and transmitting programs for use by PPTN's seven member stations.

Priority: To Encourage Advanced Learning Technologies

PPTN and its member stations have delivered instructional television programs to schools statewide since 1971. Today more than 80 series are available to schools, together with curriculum guides and a variety of individualized teacher services.

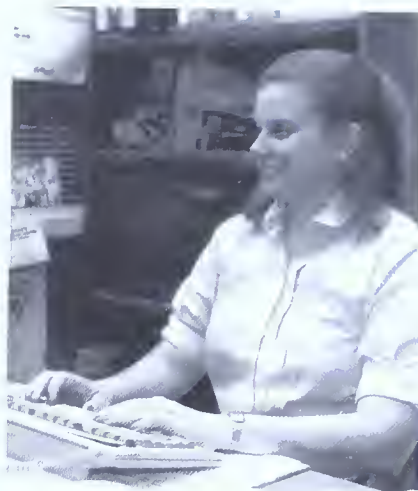
Public television is committed to expanding its service to schools by incorporating advanced learning techniques and, since 1988, PPTN has been a partner in the nationwide Satellite Educational Resources Consortium (SERC). Through SERC, students in 82 rural and poor urban schools in Pennsylvania are receiving interactive courses via satellite in Russian, Japanese, physics, math, economics and world geography. PPTN also is underwriting Learning Link, a new interactive computer service that allows teachers to tap into comprehensive databases for information about daytime and prime time public television programs that fit specific classroom needs. Learning Link also encourages teachers to participate in nationwide and statewide forums and general discussion centers to exchange research and teaching strategies. Both SERC and Learning Link open new windows of opportunity for Pennsylvania's more isolated rural schools.

Many challenges lie ahead. How can PPTN stations better serve schools that rely more on VCRs than broadcast TV for classroom instruction? How can PPTN expand the use of Penntext, the daily news and information TV text service for hearing impaired children and adults in Pennsylvania? How can PPTN help to secure adequate funding for the use of educational technologies in all Pennsylvania schools?

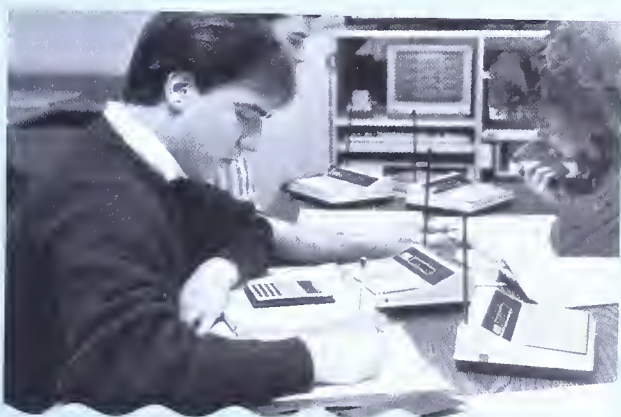


Square One TV, produced by Children's Television Workshop, helps to address the nation's mathematics crisis by making math accessible and fun for third through sixth graders.

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Nancy Aponick, ITV Manager at WITF-TV, updates a curriculum database for the Learning Link interactive computer service that is being offered to schools statewide by PPTN and its member stations.

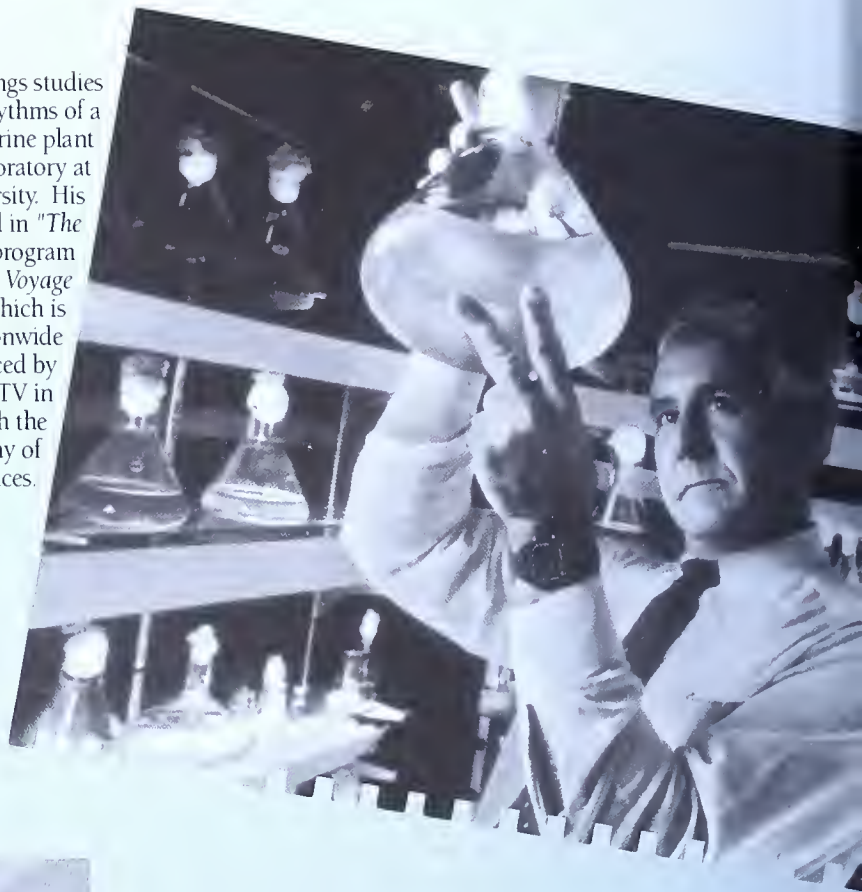


Students use keypads, computers, and telephones to interact immediately with their instructors during distance learning courses offered by the Satellite Educational Resources Consortium.

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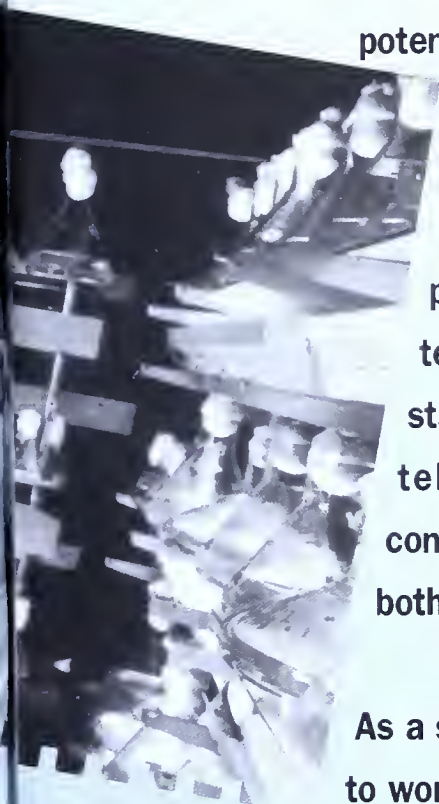
Dr. J.W. Hastings studies the daily rhythms of a single-celled marine plant in his laboratory at Harvard University. His work is featured in "The Living Clock," a program in *The Infinite Voyage* series, which is broadcast nationwide and produced by WQED-TV in association with the National Academy of Sciences.



PPTN's microwave tower is part of a 1600-mile, two-way interconnect that links PPTN and its member stations. Signals go from the network's Operations Center to this tower via a fiber optic connection.

*Priority: To Obtain Increased Funding
for Infrastructure, Operations and Programming*

Most PPTN stations have been on the air for more than a quarter century. Some are still operating with obsolete original equipment. Each year the problem grows worse. Costly repairs are needed just to stay on the air. And neither the stations nor PPTN have been able to find the necessary funds to purchase expensive capital equipment or to match potential equipment grants from federal or other sources.



PPTN must continue to pursue one-time equipment funding from the state to preserve the Commonwealth's public television system and to enhance public television's proven ability to bring new money into the state for regional and national program production. Public television is an investment that has paid off by contributing as an industry and as a community resource to both the economy and the quality of life in Pennsylvania.

As a state telecommunications agency, PPTN has a mandate to work with relevant state agencies to assess future options for high definition television (HDTV) and to find ways for public television stations to meet HDTV's projected costs. While high definition television produces a dramatically better picture, broadcasters estimate that it will cost millions of dollars to convert their facilities to produce and transmit HDTV programs. Few people believe HDTV will be a major factor in broadcasting before the year 2000, but the Congressional Budget Office estimates that HDTV could become a \$28.5 billion market by 2010.

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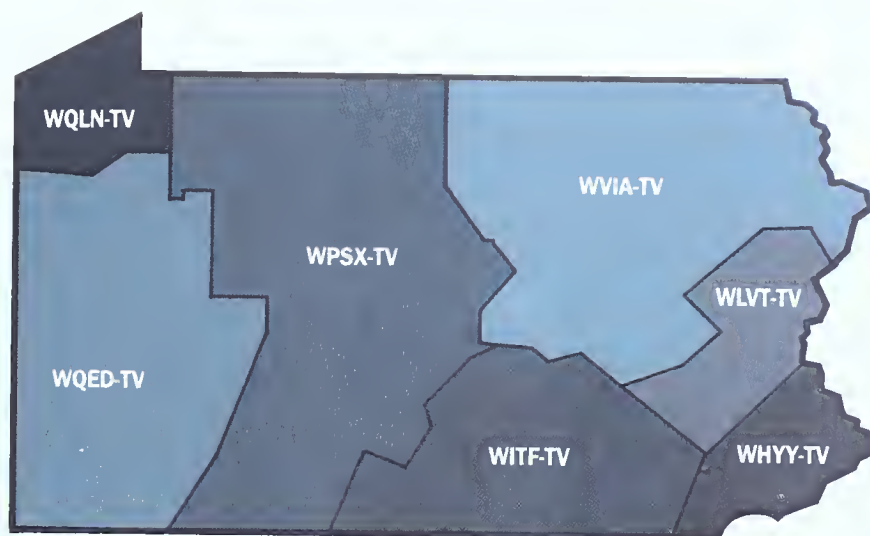
Priority: To Provide Statewide Coverage

One of PPTN's original mandates was to make free, over-the-air public television available to all Pennsylvanians. Today PPTN stations reach about 92 percent of the population by direct broadcast and 98 percent through broadcast and local cable systems.

Continued effort must be made to extend over-the-air broadcast to 100 percent of the population and to ensure that PPTN stations are carried on all cable systems and on any future fiber-to-the-home or direct broadcast satellite networks. In Waynesboro, Pennsylvania, for example, the cable system dropped its PPTN station in favor of a Maryland Public Television station, depriving local residents of a vital link to Pennsylvania news and programming. A statewide presence becomes increasingly important as satellite broadcasts and national cable systems homogenize issues and fail to provide Pennsylvanians with a statewide focus on issues of vital concern.

If you would like more information about Future Directions for Public Television, both an executive summary and the full report are available at no charge. Please indicate your preference and send your request to:

**The Pennsylvania Public Television Network
24 Northeast Drive, P. O. Box 397
Hershey, Pennsylvania 17033**



Pennsylvania Public Television Network station viewing areas. The viewing areas shown may vary because of cable carriage or signal overlap.

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Josh Green (right), director of ceramics at the Manchester Craftsmen's Guild, and Katrina Weber, a foreign exchange student from Peru attending Peabody High School, work on "Big Face," a sculptured face in pillow form. The Guild is featured in *A Blue Ribbon Celebration*, part of the *Pennsylvania 2000: Projects to Build a Better Pennsylvania* series. The program profiled a variety of successful cultural organizations across the state.



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Scheduling

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Earl J. Gibson Jr.
Marlin E. Hobaugh
James H. Mears
Robert J. Padamonsky

Outdoor Pennsylvania, a popular PPTN-funded series, continues to draw a growing audience throughout the state as it encourages viewers to enjoy the outdoors and work to protect the environment.



Pennsylvania Public Television Network Stations

WLVT-TV
Channel 39
Mountain Drive
Bethlehem, PA 18015

WQLN-TV
Channel 54
8425 Peach Street
Erie, PA 16509

WITF-TV
Channel 33
1982 Locust Lane, Box 2954
Harrisburg, PA 17105

WHYY-TV
Channel 12
Independence Mall West
150 North Sixth Street
Philadelphia, PA 19106

WQED-TV
Channel 13
4802 Fifth Avenue
Pittsburgh, PA 15213

WVIA-TV
Channel 44
The Public Broadcasting Center
Old Boston Road
Pittston, PA 18640

WPSX-TV
Channel 3
Wagner Annex
The Pennsylvania State University
University Park, PA 16802

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Pennsylvania Public Television Network
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Hershey, PA 17033

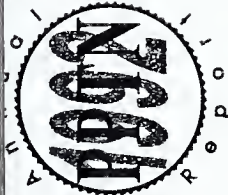
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Pennsylvania Public Television Network Stations

WHYY-TV Channel 12

Independence Mall West • 150 North Sixth Street
Philadelphia, PA 19106
Dr. Frederick Breitenfeld Jr., President

WITF-TV Channel 33

Box 2954 • Harrisburg, PA 17105
Stewart D. Cheifet, President and General Manager

WLVT-TV Channel 39

Mountain Drive • Bethlehem, PA 18015
Sheldon P. Siegel, President and Chief Executive
Officer

WPSX-TV Channel 3

Wagner Annex • The Pennsylvania State University
University Park, PA 16802
Mark D. Erstling, General Manager

WQED-TV Channel 13

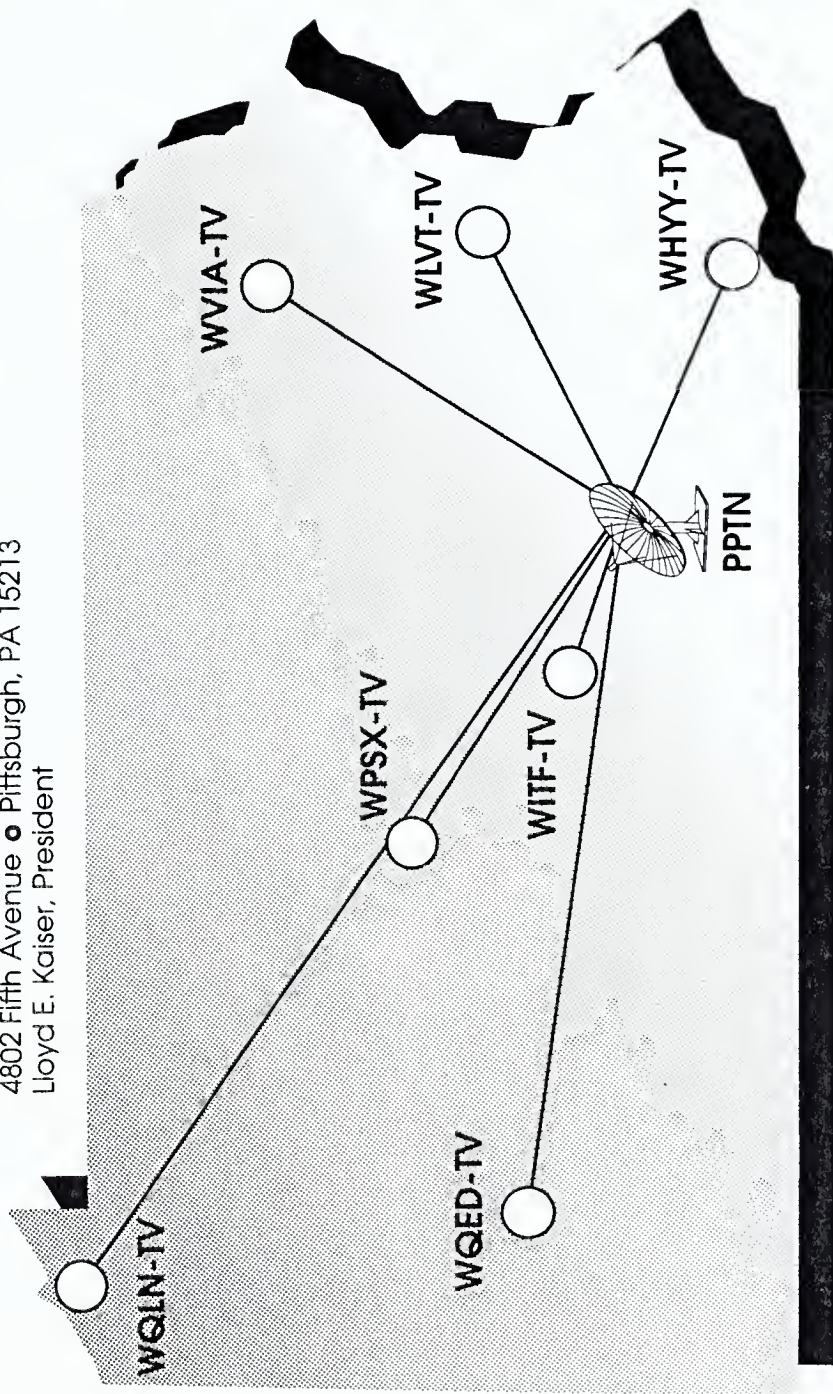
4802 Fifth Avenue • Pittsburgh, PA 15213
Lloyd E. Kaiser, President

WQLN-TV Channel 54

8425 Peach Streets • Erie, PA 16509
Paul E. Stankovich, President and General Manager

WVIA-TV Channel 44

The Public Broadcasting Center • Old Boston Road
Pittston, PA 18640
A. William Kelly, President and General Manager



Pennsylvania Public Television Network Commission (1991-92)

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Mr. Philip I. Berman
Allentown

Vice Chairman

Mr. Louis I. Pollock
President
Morris Coupling Company
Erie

Commission Members

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Senate of Pennsylvania
Harrisburg

Mr. Joseph M. Benish
Harrisburg

Ms. Carol R. Brown
Pennsylvania Council on the Arts
Pittsburgh

The Honorable Donald M. Carroll Jr.
Secretary
Pennsylvania Department of Education
Harrisburg

Mr. Bart H. Cavanagh Sr.
President
The Cavanagh Funeral Homes
Media

Ms. Myrna M. Delgado
Bilingual Education Advisor
Pennsylvania Department of Education
Harrisburg

Ms. Penelope M. Gerber
Marketing Consultant
Professional Marketing Group, Inc.
Penitlyn

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Harrisburg

Ms. Rania Harris
Pittsburgh

The Honorable Charles D. Lemmond Jr.
Senate of Pennsylvania
Harrisburg

Mr. Douglas G. Lovell Jr.
President
Addwell Industries, Inc.
Villanova

Mr. Anthony J. May
Harrisburg

Ms. Sara Parker
Secretary's Designee
Deputy Secretary
Pennsylvania Department of Education
Harrisburg

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Vice President, University Relations
Villanova University
Villanova

Dr. James H. Ryan
Vice President, Continuing Education
The Pennsylvania State University
University Park

Dr. Enrico Serine
Director of Academic Advising
Mansfield University
Mansfield

Mr. Richard Stafford
President
FARR Communications, Inc.
Somerset

Mr. Sheldon P. Siegel
President and Chief Executive Officer
WLVZ-TV
Bethlehem

Dr. Patrick F. Toole
Executive Director
Central Susquehanna Intermediate Unit
Lewisburg

Dr. Albert C. Van Dusen
Vice Chancellor and Professor Emeritus
University of Pittsburgh
Pittsburgh

The Honorable Peter C. Wambach
House of Representatives
Harrisburg

Advisory Members (Non Voting)

Staff

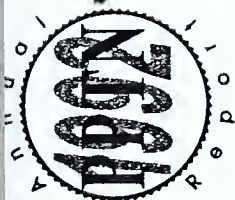
Mr. H. Sheldon Parker Jr.
Secretary-Treasurer and Chief Executive
Officer
Pennsylvania Public Television Network
Hershey

Legal Counsel

Rosalyn K. Robinson Esq.
Deputy General Counsel
Harrisburg

Comptroller

Mr. Ronald Blough
Comptroller
Pennsylvania Department of Education
Harrisburg



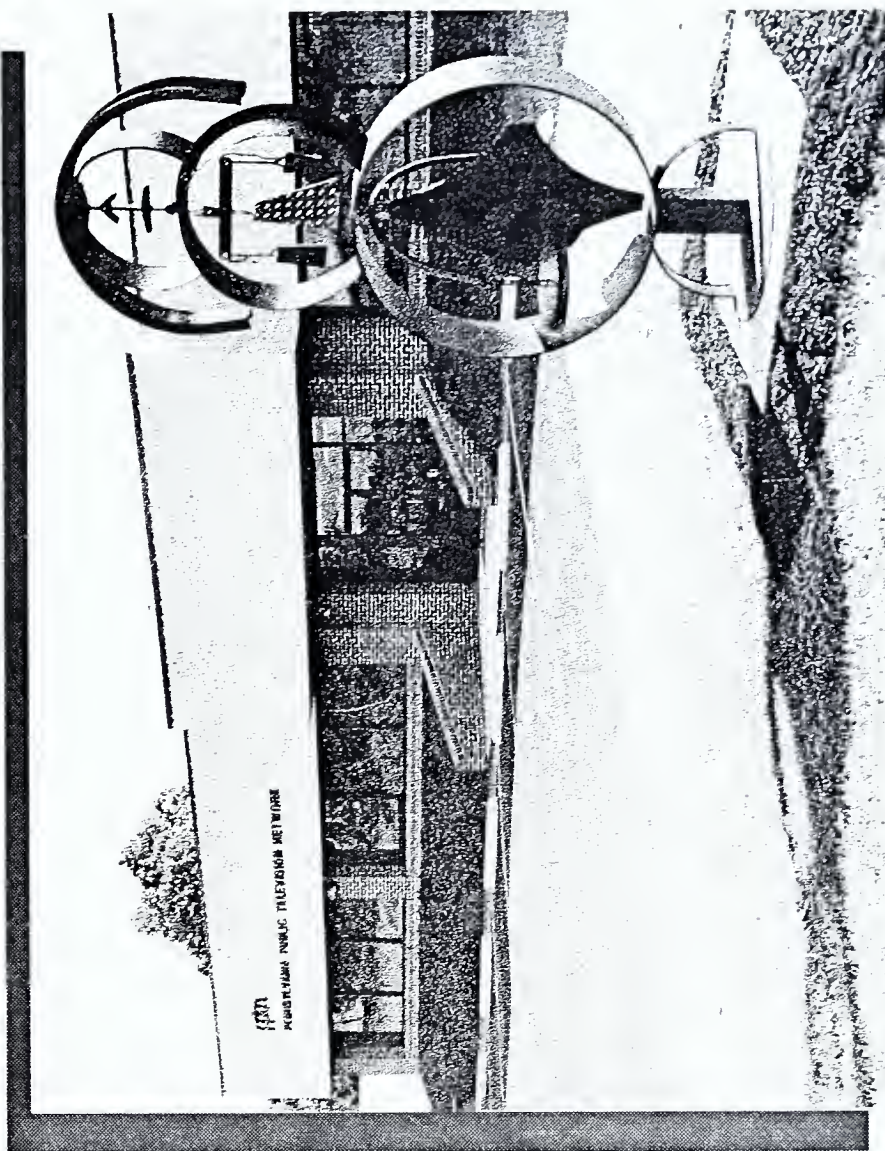
Overview

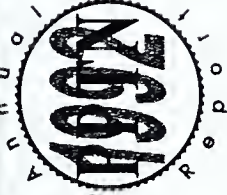
The Pennsylvania Public Television Network Commission was created by state law in November of 1968. Act 329, the Commission's enabling legislation, charged the Commission with setting priorities and policies to encourage the growth and development of a dynamic, free and effective public television service for the citizens of Pennsylvania. To meet that objective, the Commission quickly established the Pennsylvania Public Television Network (PPTN) which began linking the seven existing public television stations in an interconnected network, the hub of which is the Network Operations Center.

This interconnection gives PPTN the ability to provide programming feeds to and from stations. In addition, stations can share programs and several stations can be combined to originate a single program. The interconnection provides the capability to link almost every citizen instantly, which is an invaluable service for delivering vital news and emergency information. Also, cost effective two-way teleconferencing services are utilized by state and not-for-profit agencies through PPTN's interconnected system.

Advancements in telecommunications technologies are enhancing the quality of public television broadcasting and have enabled PPTN to develop initiatives to better serve the citizens of Pennsylvania. For example, PPTN is finding new ways to assist educators and students across the state by putting public telecommunications technology to practical use with services such as Learning Link and Penntext.

PPTN Network Operations Center
Hershey, Pennsylvania





Funding

"The [Pennsylvania Road] show has certainly encouraged people to get out on the road and patronize those Pennsylvania businesses that were in the show . . . A viewer wrote 'Thanks for the treat of past, present and future of Pennsylvania.'"

Viewer Anecdote, The Pennsylvania Road Show

The Pennsylvania Public Television Network, an independent agency of State Government, is governed by a Commission of 22 appointed members, who represent a diversity of background, knowledge, and experience. As a Commonwealth agency, PPTN is funded through an appropriation from the General Fund. Most of PPTN's appropriation is distributed as grants to the seven independently licensed member stations for their programming, operating expenses, capital equipment needs, and affirmative action training programs. The Commonwealth's contribution to public television, via the Pennsylvania Public Television Network, constitutes approximately 13 percent of the total revenues of the seven member stations' annual budgets. Even at that figure, Commonwealth funding provides essential seed money for program development which in turn serves as a base that stations can use to qualify for matching funds from federal and other sources. However, funding constraints in 1992 prevented any programming grants to be provided the stations for statewide program promotion.

Programming

Through program production grants, member stations produce and broadcast Pennsylvania based programming that documents the region's history and its diverse cultural traditions, promotes tourism, examines critical issues of statewide importance, and encourages community outreach. Though reduced in scope due to cuts in PPTN's appropriation, member stations again produced notable programming.

The following is a list of programming produced by member stations and broadcast or scheduled for broadcast over the Pennsylvania Public Television Network in fiscal year 1992.

The People's Business - a series of public affairs specials addressing fundamental issues of statewide importance. Specials include:

"An Interview with Governor Casey"

"Education Reform - Back to the Blackboard"

"The State of the Commonwealth: A People's Business Special"

"Fundamental Rights: The Pennsylvania Abortion Control Act"

Outdoor Pennsylvania - two one-hour specials, the first exploring resident naturalists, woodsmen, and artists and the relationships they share with Pennsylvania's woodlands. The second special, "The Vanishing Civil War," examines historically significant civil war battlefields threatened by burgeoning metropolitan housing and commercial development.

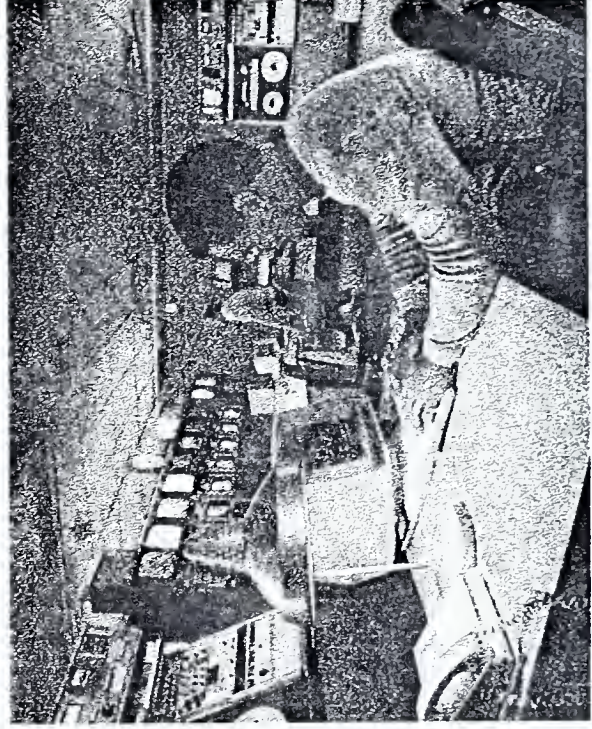
The Black Vote - an analytic look at the history of black Philadelphia politics and politicians. The program charts the growth of the black vote beginning with the late nineteenth century taking a behind the scenes look at the rise of the power brokers.

PIAA Wrestling - matside coverage of the Pennsylvania Interscholastic Athletic Association AA and AAA wrestling tournament championship finals. The annual event is held at HersheyPark Arena, and was taped on March 13 and 14, 1992.

An Irish Celebration with the Clancy Brothers &

Robbie O'Connell - a concert featuring many traditional Irish tunes in celebration of the rich Irish heritage found in Northeastern Pennsylvania.

The Pennsylvania Road Show - an entertaining documentary spotlighting Pennsylvania roads, highways, diners, roadside curiosities and attractions. The program is an engaging mixture of Pennsylvania memorabilia—home movies, postcards, historic photos—blended with exciting new scenes.



PPTN Network Operations Center



Operations

A share of PPTN's appropriation supports the daily operations of the Network Operations Center located in Hershey, Pennsylvania. The Center functions as the hub of a system linking the seven member stations in a 1600-mile two-way microwave network which reaches almost 99% of the Commonwealth television households. Extending service across the remote regions of the state remains the last obstacle to overcome as PPTN endeavors to reach every Pennsylvanian.

"... I watched the (PIAA Wrestling) match ... As I am new to the area, this is my first opportunity to watch your coverage ... The quality of the action, announcers insight and interest in the match and the matside coverage all made for an exciting and enjoyable viewing of a sporting event ... Thanks ... for making the great sport of amateur wrestling a part of (your) programming."

Viewer response to PIAA Wrestling

PPTN's microwave interconnection, together with PPTN's satellite downlink, receives, records and transmits programs—from the Public Broadcast System and other national distributors—for use by the public television stations. This sophisticated system of two-way delivery and computerized distribution gives PPTN and member stations the flexibility to customize the stations' programming schedules to their particular audience needs. PPTN's interconnection also permits the network to engage in videoconferencing.



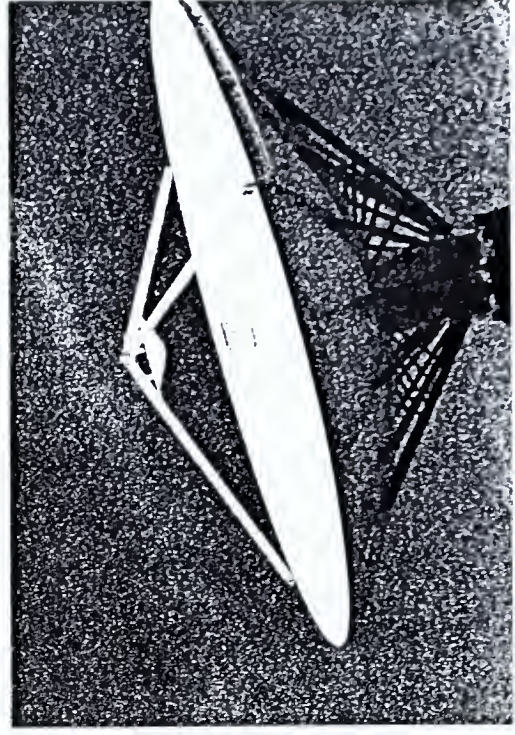
Operations: The Year In Review

Replacement of aging and obsolete broadcast equipment remains a high priority both at the PPTN Network Operations Center and at member station operations facilities. Equipment that once was state of the art is now obsolete, and too often replacement parts no longer exist. The need to frequently repair equipment causes stations to lose valuable man-hours performing maintenance. The PPTN member stations continue to look to the Commonwealth for funding for new equipment. PPTN grants allow stations to leverage Commonwealth monies to obtain matching funds from Washington and other sources.

Scheduling difficulties caused by the reduction in personnel have been eased by the purchase of automated-scheduling software and encoding equipment. Last year's installation of an uninterruptable power supply (UPS) has virtually eliminated costly interruptions in network service, which is usually the result of weather-related disturbances. Also installed, through the generosity of QED Communications, is a new PBS Ku band satellite down-link, loaned to PPTN until funds are made available to purchase one for the network. While

PBS is making the transition to the new satellite delivery system, Telstar 401, the new satellite receive dish enables PPTN to maintain continuing service to stations.

Advanced telecommunication developments in fiber optics, very small aperture terminal (VSAT), video dial tone, and high definition television (HDTV) will undoubtedly transform the industry over the next decade. PPTN's Long-Range Planning Committee continues to analyze technological innovations to ascertain their potential impact upon the network and member stations. PBS has already begun HDTV testing and expects to begin its first transmissions in mid-1994. PPTN and its member stations are working now to prepare to be part of the rapid changes taking place in broadcast technology.



PPTN satellite dish

Educational Services

A portion of each day's scheduled programming includes series that educate students from preschool through adulthood for use in Pennsylvania's schools. These instructional television (ITV) programs are a component of a group of educational services provided through PPTN Educational Services known collectively as Educational Electronic Media (EEM). EEM services include pioneering efforts such as the Satellite Educational Resources Consortium (SERC) distance learning, the Learning Link computer services, and the PennText broadcast textual service for Pennsylvania's hearing impaired (see chart). Educational Electronic Media is made available through partnerships with the Department of Education, the seven member public television stations, the twenty-nine Intermediate Units, and PPTN. Together, PPTN and its partners select and obtain broadcast rights to programming and develop and distribute schedules and other related educational materials for use in Pennsylvania schools.

PPTN Educational Services



Educational Electronic Media/Instructional Television (EEM/ITV)

Educational audio, video, computer, text, graphics, and data transmitted via multiple delivery systems to schools, Intermediate Units and homes.

Integrated system allows sharing of programs, materials, and information.

Services include: Instructional Television, Learning Link, teleconferences, workshops, support services, teacher guides, educational materials

Programming includes: **Reading Rainbow**, **Letter People**, **Musical Encounters**, **Draw Along**, **Math Works**, **Primary Science**, **Harriets Magic Hats**, **Futures**, **What's In The News** . . . and more

Pennsylvania Learning Link

On line computer service

Curriculum resource listings, electronic mail, distance learning/SERC information, Internet mail, professional development and curriculum needs forums, student services

Interconnects classrooms for interactive discussion centers

Encourages and improves reading, writing and learning skills through the exploration of computer based technology

PennText

Motivates and encourages students to read, develop writing skills, learn new vocabulary

Transmits state, local, and Hearing Impaired (HI) news, and Adult Education Information through television decoder box

Service for HI persons provided through PPTN and its member stations

Partners include the Center on Deafness at the Western Pennsylvania School for the Deaf,

The School for the Deaf in Philadelphia, the Scranton State School for the Deaf, and the

Instruction Support System of Pennsylvania in Harrisburg

Satellite Educational Resources Consortium (SERC)

Third year of membership in nationwide distance learning program

Satellite technology enables schools to participate in interactive classes

Classes range in subject matter from Japanese and Russian language courses to Probabilities &

Statistics and Economics



Educational Services (Continued)

The educational services provided under the EEM umbrella assist Pennsylvania educators in implementing the National Goals of Education and equip teachers with versatile resources that are as enterprising as they are educational. PPTN educational services deliver equitable access to creative, challenging programs that reinforce basic learning skills, and encourage the development of new ones. The ability to broadcast the same instructional programming to all of the state's schools and almost all of its households enables PPTN to overcome geographic and income barriers to educational equity.

"You could hear a pin drop in our classroom as the students viewed the instructional series . . . I have found no better way, in the crowded agenda of a school day, to motivate, to enrich, and to exemplify specific skills and concepts . . . Budget cuts and initiatives to restructure the system are often beyond the control of teachers. But through the effective use of technology, we can continue to provide excellent educational experiences to our students."

Jane Coffey
1992 Pennsylvania Technology Teacher of the Year



Educational Services: The Year in Review

Telecommunications technologies continue to improve and expand PPTN educational services to Pennsylvania schools during a period when it is important to secure Commonwealth monies for the coming years. Funding uncertainties could virtually eliminate access by Pennsylvania's neediest students to EEM resources and services.

Pennsylvania students are enjoying considerable success with SERC distance learning. More than 300 students from across the state are receiving instruction via satellite through SERC membership.

Pennsylvania Learning Link is undergoing a tremendous surge in membership statewide. Learning Link demonstrations and workshops were held at more than twenty sites across the state in 1992. At workshops, students and educators from grade school through adult education received the latest information and utilization training for this state of the art technology.

Remaining responsive to our communities is the goal of public television educational outreach projects. PPTN and its member stations are avid supporters of Project Literacy U.S. (PLUS), Sesame Street Preschool Education Program (PEP), and other Public Television Outreach Alliance (PTOA) activities. PPTN conference facilities served as a site for the national broadcast teleconference, "Extending Mister Roger's Neighborhood Into Childcare," giving local daycare providers the opportunity to view the event featuring renowned "neighbor" Fred Rogers. The teleconference showed how this favorite children's program can be integrated into childcare settings, equipping providers with a valuable resource designed to enrich the childcare experience.

For the last five years, PennText, the broadcast textual service for the hearing impaired, has been a highly successful demonstration project. PennText is valued by the hearing-impaired community, whose numbers are rapidly increasing as Pennsylvania's population ages. A major goal of the Pennsylvania Public Television Network Commission and PennText supporters is to build on its early successes and to continue the funding for this worthwhile service.

"The educational shows we watch during the school week teach us things that we could never learn or experience for ourselves...I am very concerned that many children will miss out on the learning experience that these shows give us."

Amy Williams, Sixth Grade Student
Bellefonte, PA



Financial (Fiscal year ending June 30, 1992)

Membership & Other Station Fundraising

Foundations, Business & Industry

Federal

Commonwealth

Miscellaneous

Universities, Schools & Local Government

32.69 %

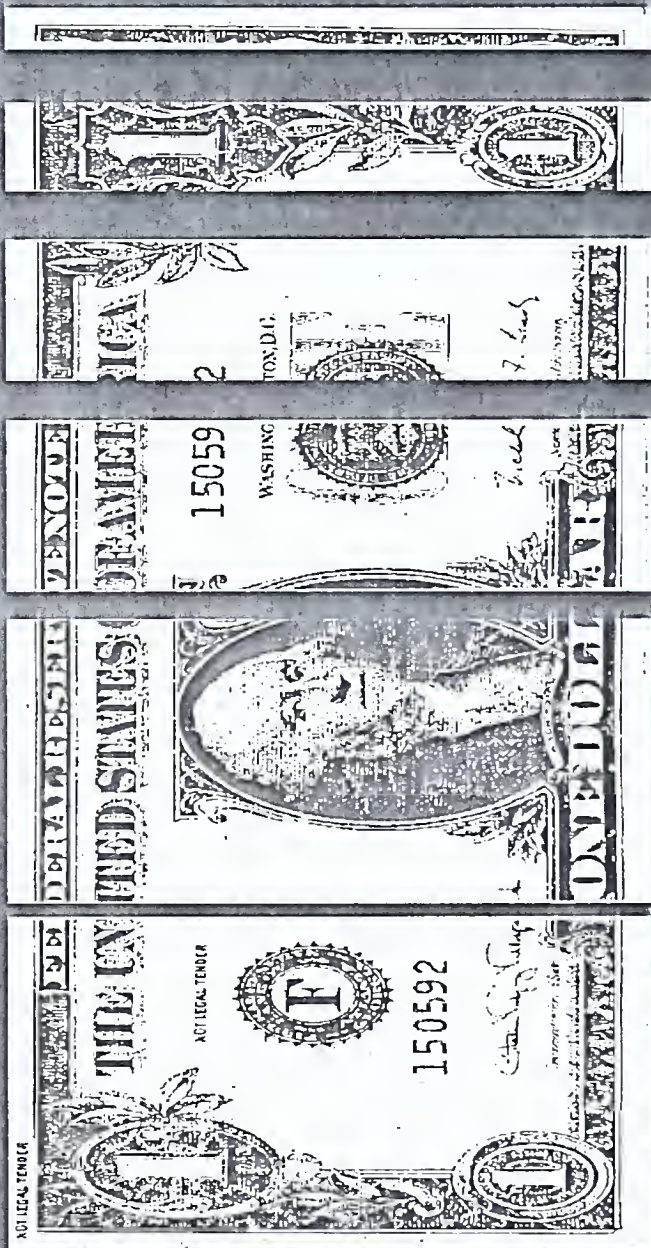
26.83 %

15.01 %

12.89 %

7.96 %

4.63 %



Funding Sources for Public Television in Pennsylvania

Network Operating Fund

Networking

Commission & Executive Offices	\$ 346,824
Fiscal Office	364,860
Communications Office	28,188
Technical Operations	1,602,415
Network Scheduling	99,960
Total Network Operating Fund	\$2,442,247

Grants to PPTN Stations

Operating Grants

General Operations	\$ 2,922,572
Capital Equipment & Facilities	591,905
Minority Training	128,000
Sub-total	\$ 3,642,477

Programming Grants

Program Acquisition/Local Production	\$1,997,942
Promotion	57,373
Community Service	81,600
Statewide Program Production	277,608
Statewide Program Promotion	0
Sub-total	\$2,414,523

Total Grants to PPTN Stations

\$ 6,057,000

Total Appropriation

\$ 8,449,247

Pennsylvania Public Television Network Staff

Executive Office

H. Sheldon Parker Jr.
General Manager

Violet A. Shoemaker
Administrative Secretary

Jody Grab
Administrative Assistant

Fiscal Office

Steven Schaeffer
Director of Fiscal Management

Lorraine McCorkel
Fiscal Assistant

Robert Homer
Fiscal Assistant

Program Operations

Marianne Markey
Director of Network Scheduling

Gary Schlegel
Traffic Manager

Educational Services

Nancy Aponick
Director of Educational Services

Operations Center

Ronald T. Lask
Director of Engineering and Operations

Richard E. Kaelberer

Ronnie A. Smith

Robert E. Swank
Assistant Directors/Technical

Dale F. Stough
Manager/Technical Support Services

Paul E. Borusky

Robert K. Boulware

Earl J. Gibson Jr.

Marlin E. Hobaugh

James H. Mears

Technicians

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The Pennsylvania Public Television Network Commission

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pptn

Annual Report



Dear Friends:

For the Pennsylvania Public Television Network (PPTN) Commission, the 1992-93 fiscal year nears the end of a quarter century of service.

Almost twenty-five years ago, Pennsylvania's seven community-based stations were among the first in the nation to broadcast "instructional television" service (ITV) for use in local classrooms. PPTN has built upon the work being done at individual stations—with the support of the executive and the legislative branches—creating an advanced telecommunications network. ITV continues to be a highly valued, relevant educational resource for Pennsylvania students and educators. As broadcast technology becomes more sophisticated, PPTN uses the new technologies to provide an enhanced range of quality educational services, programs such as Penntext broadcast textual service, Satellite Educational Resources Consortium (SERC) distance learning, and the Learning Link computer service.

In the environment of the future 500-channel universe, a statewide presence and focus on issues of vital concern could be overlooked without the Pennsylvania public network. Programming funded by PPTN and produced by member stations plays a valuable role in the Commonwealth. It keeps viewers across the state in touch with Harrisburg decision-makers, provides information and thoughtful analysis on important statewide issues, and celebrates Pennsylvania's rich diversity and unique history.

All of the PPTN member stations have been on the air for more than 25 years. Many continue to operate using their original, obsolete equipment. Replacement parts too often no longer exist for equipment that frequently fails. With each year, equipment problems worsen and decisions about how to cope are further complicated by developments in the "digital era" of technology. For the

immediate future, the primary objective is to secure adequate funding that will ensure all Pennsylvanians continued access to PPTN services and programming.

PPTN and its member stations look forward to integrating existing and new technologies that will provide the opportunity to fulfill their potential as Pennsylvania's premier multi-service public telecommunications resource over the next twenty-five years.

Sincerely,



Philip I. Berman



C ommission Membership

1992-93 Fiscal Year

More than twenty-five years ago, the Governor's Committee on Public Television recommended creation of a public television network for Pennsylvania. The Pennsylvania Public Television Network Commission was formed by the Commonwealth in November, 1968, with the signing of Act 329. PPTN's enabling legislation charged the Commission with setting priorities and policies to encourage the growth and development of a dynamic, free, and effective public television service for the citizens of Pennsylvania.

As an independent agency of the Commonwealth, PPTN is governed by a Commission of 22 appointed members, who represent a diversity of background, knowledge, and experience.

Officers

Chairman

Philip I. Berman
Allentown

Vice Chairman

Louis I. Pollock
President
Morris Coupling Company
Erie

General Membership

The Honorable Roy C. Afflerbach
Senate of Pennsylvania
Harrisburg

David A. Atkinson
Harrisburg

Joseph M. Benish
Harrisburg

Carol R. Brown
Pennsylvania Council on
the Arts
Pittsburgh

The Honorable Donald M. Carroll Jr.
Secretary
Pennsylvania Department
of Education
Harrisburg

The Honorable Lita Indzel Cohen

House of Representatives
Harrisburg

Myrna M. Delgado
Bilingual Education Advisor
Pennsylvania Department
of Education

Penelope M. Gerber
Marketing Consultant
Professional Marketing
Group, Inc.
Penlynn

Rania Harris
Pittsburgh

Joseph F. Leeson, Jr., Esq.
Leeson, Leeson & Leeson
Bethlehem

The Honorable Charles D. Lemmond Jr.
Senate of Pennsylvania
Harrisburg

Anthony J. May
Harrisburg

Sara Parker

Secretary's Designee
Commissioner of Libraries
Pennsylvania Department
of Education
Harrisburg

George F. Riley, OSA, Ph.D.
Vice President, University
Relations
Villanova University
Villanova

Dr. James H. Ryan
Vice President, Continuing
Education
The Pennsylvania State
University
University Park

Dr. Enrico Serine
Director of Academic
Advising
Mansfield University
Mansfield

Sheldon P. Siegel
President and Chief
Executive Officer
WLVT-TV
Bethlehem

Dr. Patrick Toole

Executive Director
Central Susquehanna
Intermediate Unit
Lewisburg

Dr. Albert C. Van Dusen
Vice Chancellor and
Professor Emeritus
University of Pittsburgh
Pittsburgh

The Honorable Frank W. Yandresevits
House of Representatives
Harrisburg

Advisory Members Staff

Mr. H. Sheldon Parker Jr.
Secretary-Treasurer and
Chief Executive Officer
Pennsylvania Public
Television Network

**Legal Counsel
Brian P. Gottlieb**
Deputy Attorney General
Harrisburg

**Comptroller
Bruno Chiesa**
Comptroller
Harrisburg



educational Programs

PPTN has been Pennsylvania's trusted

educational partner for more than 25 years. PPTN and its member stations reach 99 percent of Pennsylvania schools, businesses and homes, either through direct broadcast or local cable systems. Instructional Television (ITV) is an integral element of teaching curriculum that enhances conventional teaching methods and reinforces basic learning skills. It brings the world into

the classroom and provides excellent educational experiences to our students. ITV programs are carefully designed to respond to the abilities and interests of children at specific developmental levels. Programs are often made for both in school and after school use. ITV promotes lifelong learning from preschool through adult education. Many public television prime time series such as **Scientific American Frontiers** provide comprehensive teacher guides for use in schools. PPTN's broadcast technology helps educators to reach across geographic and income barriers to deliver instructional programming to Pennsylvania's most needy students. PPTN can bring learning opportunities to virtually all Commonwealth classrooms.

ITV programming is supported in several ways. Many schools receiving the service help to pay for it according to the number of students served. In return, each school receives curriculum materials and instruction on how to use them. Instructional programs purchased on a year-to-year basis by individual schools are expensive. As a service to Pennsylvania schools, PPTN has acted as a purchasing agent—acquiring programs as statewide group buys with statewide broadcast and

“We are doing more than just teaching students a course or subject. We’re linking them with the world.”

Gary Vance, Executive Director, SERC

duplication rights—at a tremendous savings to the individual schools. Adequate forward funding would make it possible for PPTN to purchase rights to programming several years into the future.

Penntext is a highly successful service which has been provided by PPTN, member stations, and statewide associations for the deaf and hearing impaired for the last several years. State and local news, hearing impaired news, and adult education information are transmitted across PPTN's microwave system for receipt through a television decoder box. Penntext is a vital service for Pennsylvania's community of hearing impaired persons, whose numbers are rapidly increasing as our population ages. In an effort to improve reliability and efficiency, a new centralized computer system for the Penntext

service is now in place at PPTN's Network Operating Center. Also a high priority for PPTN is to upgrade Penntext equipment located at stations to ensure compliance with new caption decoder standards. The Pennsylvania Department of Education and The Association for Sight Impaired Persons (TASIP) provide funding for Penntext through a federal grant. PPTN continues to look for funding that will ensure Penntext's continued success.

Congratulations to Raymond S. Adams, for being selected as PPTN's 1993 Technology Teacher of the Year. Mr. Adams teaches Desk-top Video, Video Production and Social Studies at East Allegheny High School. Mr. Adams is recognized for his innovative use of video and visual communications and for encouraging his students to explore possible careers in the video arts.

Learning Link, Pennsylvania's educational connection, is an online computer service that links member students and educators to peers and colleagues across the state. Learning Link is a computer based communications tool which provides toll-free access to electronic mail, discussion centers, curriculum material, distance learning information, Internet mail and regional news for educators and students across Pennsylvania. Learning Link encourages and improves reading, writing and learning skills through the exploration of computer based technology. Recently the Public Broadcasting Service (PBS) purchased Learning Link and will be providing an expanded service to Pennsylvania Learning Link as well as other Learning Link sites nationwide.

SERC distance learning provides curriculum choices for schools that due to restricted budgets or remote location would be otherwise unavailable. SERC satellite technology enabled more than 100,000 students in schools across the country to participate in interactive classes on courses ranging from Russian Language to Probability and Statistics. Throughout the year, PPTN personnel coordinated installation of SERC satellite dishes at 34 Pennsylvania schools, providing technical support, overseeing installations, and enforcing contractor compliance with State guidelines.

Delivering the education Pennsylvania learners need to compete in the global marketplace increasingly depends upon our commitment to expanding educational technology access.

P rogramming

Keeping Viewers Informed

PPTN and member stations continue to find ways to keep viewers actively informed on a statewide basis. Through program production grants, member stations produce and broadcast Pennsylvania-based programming that reveals distinctive regional history and probes critical issues of statewide importance. Restoring funding for statewide program production and promotion to previous levels remains a high priority for PPTN and member stations. Though reduced in scope due to cuts in PPTN's appropriation, member stations again produced notable programming.

The list of member stations' productions funded, broadcast or scheduled for broadcast during the 1992-1993 fiscal year includes the following:

The People's Business—a half-hour weekly public affairs program featuring State political figures and other newsmakers addressing topical issues;

Ask the Governor: A People's Business Special—a one-hour special that dealt with the single topic of health care reform;

Crime, Kids and Color: The Issue of Race and Juvenile Justice—one-hour with Harvard Law School Professor Charles Ogeltree and a panel of State and national figures as they exchange diverse viewpoints in a compelling and unrehearsed examination of race and our juvenile justice system;

The Pennsylvania Game—a series of 14 half-hour quiz shows based on Pennsylvania facts, people, and places;

PIAA Wrestling—coverage of the championship finals of the Pennsylvania Interscholastic Athletic Association wrestling tournament (AA and AAA finals) held at HersheyPark Arena in March 1993;

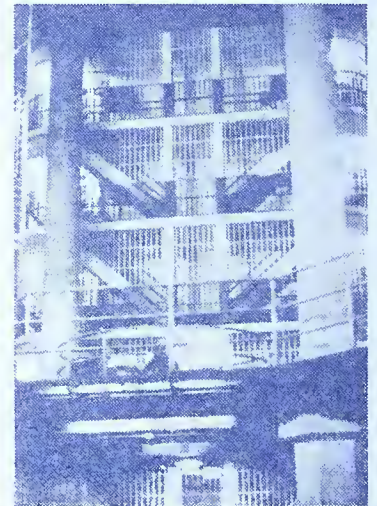
Pennsylvania Diners and Other Roadside Restaurants—this one-hour documentary takes an entertaining look at "slow-food" places—some exemplary old roadfood stops—where people still pull off the road to get a bite to eat;

Pennsylvania
DINERS
AND OTHER ROADSIDE RESTAURANTS



Pennsylvania Behind Bars—examines the problem of prison overcrowding and takes the viewer on the inside to presents the viewpoints of system officials and the prisoners themselves. The program examines the problem and the solutions attempting to place greater emphasis on community-based corrections for non-violent offenders and, in the process, serving them and society better;

Making the Grade—examining life in a private educational institution, Wyoming Seminary Preparatory School of Kingston, Pennsylvania. The focus is on who sends their children to these schools and why; the impact on the youths who attend; and the historical significance of private education in Pennsylvania;



Will Our Cities Survive—a Socratic Dialogue tackling some of the tough issues facing our cities—crime, jobs, infrastructure, and education. The hypothetical case draws from the experience of the greater Philadelphia region, but applies equally to other urban communities across the nation;

A number of important organizations in the Commonwealth worked closely with the network and public stations on projects focusing on pressing issues:

- **The Breast Test**—a statewide one-hour special about breast cancer, early detection, mammography, and self-examination aired Monday, October 26, 1992. The Breast Test was produced by WQED/Pittsburgh and hosted by former ABC and CBS news correspondent and breast cancer survivor, Marlene Sanders. Following the program, in a statewide outreach effort, viewers called a local hotline and talked with medical professionals about their concerns and asked questions about breast cancer. Funding for this program was provided by PPTN and The Medical College of Pennsylvania. As a result of its success, The Breast Test was funded for a national production which aired in October 1993.
- **Elder Abuse: Whose Problem?**— a statewide outreach project designed to raise awareness and educate the public and health care professionals regarding a problem that most often goes unreported in the State's large population of senior citizens. The program centered on a live television statewide broadcast aired May 21 on all seven PPTN stations and also included a two-hour teleconference for health care professionals throughout the State. WQED/Pittsburgh, WPSX/Penn State, and the Geriatric Education Center of Pennsylvania were partners in the project, which was funded by PPTN through a grant from the State's Department of Aging.
- **Breaking The Cycle of Family Violence**—a statewide one-hour special aired in January, 1993. The program included the film, "Children of the Lie," narrated by Martin Sheen and produced by the Pennsylvania Bar Association and the Pennsylvania Coalition Against Domestic Violence. At each PPTN station, local lawyers, doctors and domestic violence professionals manned telephones during and after the broadcast to respond to calls for help. The program was produced by WITF-TV and funded by the Pennsylvania Bar Association and the Pennsylvania Medical Society.



New York Times editor and writer James Reston was featured in WVIA-TV's production "James Reston: The Man Millions Read." This program was one of many from PPTN member stations made possible by viewer, foundation, and business and industry contributions.

Network Operations

Public Telecommunications Technology

Each of the seven public television stations in the Commonwealth is connected to the Network Operations Center (NOC), located in Hershey, by a two-way microwave link. The NOC currently houses eleven videotape machines which records or feed programs for station use 7 a.m. to 1 a.m. seven days a week, 365 days a year. The center also serves as a link among stations for

statewide coverage of important events and live interconnections as well as experimental closed-circuit or broadcast teleconferences. This arrangement allows the NOC to transmit several separate programs simultaneously to different stations and also allows stations to transmit a program back to the NOC or to the other stations within the system. PPTN, with the seven interconnected member stations serving as regional teleconference sites, offers an efficient, cost effective vehicle for statewide teleconferencing.

PPTN's Network Operations Center is fully stereophonic and offers a climate-controlled, fire-protected environment for the technical operations center and the adjacent tape library, which houses PPTN's valuable program archives. Technicians control program switching and recording which this year averaged 305 more feeds per month than the previous year. In instances where program feeds must be denied, it is most often due to lack of available Video Tape Recorders (VTRs). Recent

changes in PBS's schedule made it necessary to restructure PPTN's technical center work schedule to accommodate member stations' additional feed requests.

PPTN has spent the past year readying its facilities to accommodate Advanced Television Systems (ATS) and other evolving broadcast technologies. PPTN expects to move satellite services to the new PBS Ku-band satellite system in January 1994. In 1992 the new Ku-band satellite dish, which is being loaned to PPTN by QED Communications, Pittsburgh, was installed. The Technical Center is being redesigned and re-fitted to house new digital VTR machines.

PPTN's outmoded telephone system was replaced in February with a more efficient, expandable system. PPTN's cumbersome former dual system—one system linking PPTN directly to stations and the other providing general access—is now combined into one.

The New Technologies—Some short definitions

- **Digital**—signals encoded as zeros and ones, in the same coded form utilized by computers and compact disc;
- **Video Dial Tone**—Utilizing telephone lines to transmit video signals in addition to standard telephone services;
- **Optical Fiber**—Hair-thin optical fiber cable capable of carrying simultaneously voice, image, and data signals; Optical fiber developments essentially provide a much cheaper way to cable the country by making extensive cable television services as available as the telephone, complete with two-way television;
- **Video-over-copper**—ADSL (asymmetric digital subscriber line) transmits digitally compressed signal over existing standard copper telephone cable using advanced signal modulation technology;
- **VSAT**—(Very Small Aperture Transmission) Uses small portion of satellite bandwidth for real-time, digital transmission of data, text, graphics and non-broadcast quality video and voice;
- **CD-ROM**—(Compact Disc-Read Only Memory) digitally recorded sound and video combine to create customized, interactive computer technology; CD-ROM is one element in the convergence of computers, consumer electronics, communications and publishing industries;
- **ATS**—(Advanced Television Systems) includes: improvements to NTSC such as ghost cancelling, line doubling and wide screen 16:9 aspect ratios; HDTV (High Definition Television); digital transmission, interactive TV and interoperability with multimedia personal computers;

Fiscal Operations

As a Commonwealth agency, PPTN is

funded through the General Fund appropriation. PPTN's portion of funding provides the basis for efficient network operation: purchasing quantities of videotape; paying the rent and the power bills; providing backup resources for the most vulnerable system components; and maintaining equipment. The majority of these Commonwealth funds, however, are granted to PPTN stations to help maintain broadcast operations; buy needed equipment; develop programming; and implement affirmative action training programs. These grants amount to approximately fourteen percent of the total funding for public television in Pennsylvania. Station grants, while limited, serve as seed money and can be used to leverage funds for program development and infrastructure support.

Funding (Fiscal Year Ending June 30, 1993)

Network Operating Fund

Networking

Commission & Executive Offices	\$ 306,298
Fiscal Administration	369,015
Communications	35,794
Technical Operations	1,677,077
Scheduling	103,333
<i>Total Network Operating Fund</i>	<i>\$ 2,491,517</i>

Grants to PPTN Stations

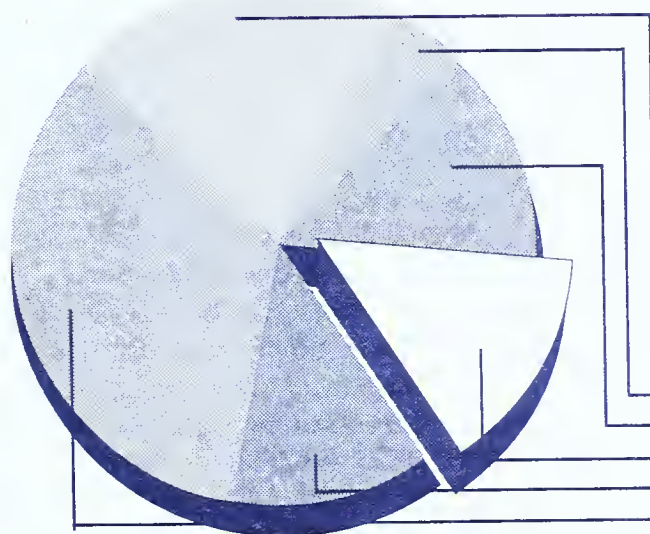
Operating Grants

Broadcast Operations	\$ 3,006,000
Capital Equipment & Facilities	630,000
Affirmative Action	140,000
<i>Sub Total</i>	<i>\$ 3,776,000</i>

Programming Grants

Program Acquisition/Local Production	\$ 1,792,942
Promotion	75,058
Community Service	84,000
Statewide Program Production	329,000
<i>Sub Total</i>	<i>\$ 2,281,000</i>
<i>Total Grants to PPTN Stations</i>	<i>\$ 6,057,000</i>

Total Appropriation **\$ 8,548,517**



Foundations, Business & Industry	20.93%
Universities, Schools & Local Government	4.65%
Federal	13.98%
Commonwealth	14.26%
Miscellaneous	12.27%
Membership & Other Station Fundraising	33.92%

Funding Sources for Public Television in Pennsylvania

PPTN Member Stations

1992-93 Fiscal Year

WHYY-TV—Channel 12

Independence Mall West
Philadelphia, PA 19106
Dr. Frederick Breitenfeld Jr., President

WITF-TV—Channel 33

Box 2954
Harrisburg, PA 17105
Stewart D. Cheifet, President and General Manager

WPSX-TV—Channel 3

Wagner Annex
The Pennsylvania State University
University Park, PA 16802
Mark D. Erstling, General Manager

WQLN-TV—Channel 54

8425 Peach Street
Erie, PA 16509
Paul A. Stankavich, President and General Manager

WQED-TV—Channel 13

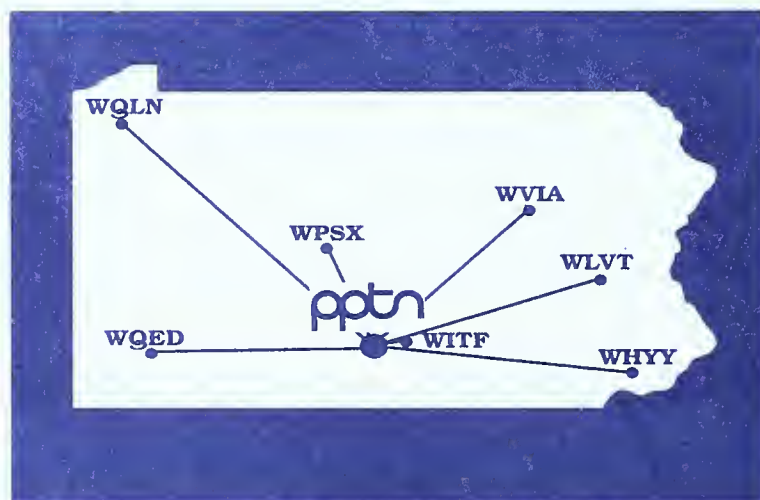
4802 Fifth Avenue
Pittsburgh, PA 15213
Lloyd E. Kaiser, President

WVIA-TV—Channel 44

The Public Broadcasting Center
Old Boston Road
Pittston, PA 18640
A. William Kelly, President and Chief Executive Officer

WLVT-TV—Channel 39

Mountain Drive
Allentown/Bethlehem, PA 18015
Sheldon P. Siegel, President and Chief Executive Officer



Pennsylvania Public Television
Network Stations

Staff

Executive Office

H. Sheldon Parker Jr.
General Manager

Violet A. Shoemaker
Administrative Secretary

Jody Grab
Administrative Assistant

Fiscal Office

Steven Schaeffer
Director of Fiscal Management

Lorraine McCorkel
Fiscal Assistant

Robert Homer
Fiscal Assistant

Program Operations

Marianne Markey
Director of Network Scheduling

Gary Schlegel
Traffic Manager

Educational Services

Nancy Aponick
Director of Educational Services

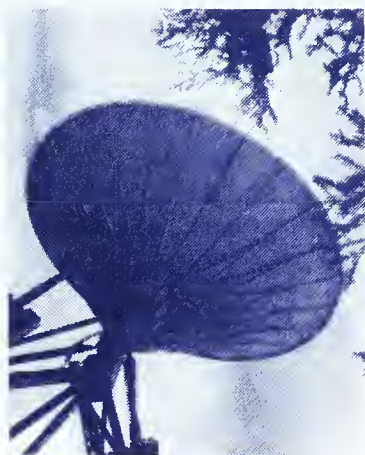
Operations Center

Ronald T. Lask
Director of Engineering and Operations

Richard E. Kaelberer
Ronnie A. Smith
Robert E. Swank
Assistant Directors/
Technical

Dale F. Stough
Manager/Technical
Support Services

Paul E. Borusky
Robert K. Boulware
Earl J. Gibson Jr.
Marlin E. Hobaugh
James H. Mears
Lisa Seay
Technicians



PPTN's three satellite dishes receive programming from the Public Broadcasting Service, the Satellite Educational Resource Consortium, and other national and regional sources.



The Pennsylvania Public Television Network
24 Northeast Drive
Hershey, Pennsylvania 17033





